



FACTSHEET: "SMART" Goals

A Guide to Developing Smart Goal Objectives

What is a "SMART" Goal?

S.M.A.R.T is an acronym that stands for specific, measurable, achievable, realistic, and time bound. Unclear goals, rarely get accomplished. With this framework, there is great potential to achieve your goals through the creation of objectives that are clear, trackable, and attainable.

How to write SMART Goals

Think of writing SMART goals as taking your overarching vision and breaking it down into smaller more manageable pieces called objectives. Be prepared to ask and answer a lot of questions. The answers will help you narrow down and formulate these objectives. This process will take time but will clearly define how you can measure success and keep you on track to meeting those goals!

Remember to keep a positive attitude. You are on your way to those desired outcomes!

Let's get started!

S = Specific **M** = Measurable **A** = Achievable **R** = Realistic **T** = Time bound



*If your objective is **specific**, you have a significantly greater chance of achieving your overall goal.*

Make it Specific: Ask the 5 W's

- **Who:** Who are the key players that need to be involved to meet the objective?
- **What:** What are you trying to achieve? Be as detailed as possible.
- **Where:** If there is a specific location involved, list it here, as applicable.
- **When:** Set a general timeframe. You will look more closely at this in the time bound section.
- **Why:** Why is this important? List the purpose behind this goal.

Example: "I will apply to 12 jobs per month in healthcare. I will conduct informational interviews with healthcare professionals for guidance & research additional training I may need to enter the field."



Measurable

There must be criteria for **measuring** progress for your goal to be considered SMART.

Make it Measurable:

- How will progress be identified?
- How will you know if you've reached the intended outcome?

Example: "I will search for jobs 3x per week and submit 1 application each search in an effort to obtain employment."

Achievable

A SMART goal must be able to be **achieved**, by finding a workable solution towards the outcome.

Make it Achievable:

- Are the appropriate tools and resources available to achieve the goal. If not, what is needed?
- Will new skills need to be learned?
- Has this been done by others before?

Example: "I would like to obtain a job in healthcare as an LPN. I will make sure all my certifications are up to date and that I attend workforce development courses to improve my resume and interviewing skills."

Realistic

To be considered **realistic**, the objective must be reasonable given the available resources and time.

Make it Realistic:

- Is this something that is within reach?
- Will the commitment be consistent, in order to reach the goal?

Example: "I will stay consistent in applying to positions 3x per week and attending workshops until I obtain an interview and land a job in healthcare."

Time bound

The **timely** objective must have a start and end date. This ensures there is motivation driving the goal.

Make it Time bound:

- Is there a deadline attached to the goal?
- What is the date that the intended objective should be complete or achieved by?

Example: "I am going to obtain a job in healthcare by applying to positions 3x per week. I will start my career as an LPN within the next 6 months."