

# **Purepost Knowledge Center**

## **Personal Development Series**

### **Module 2**

## **Setting SMART Goals to Achieve Career Success**

### **Webinar Handouts**

# What is a Smart Goal?

**S** = Specific

The goal should state in clear terms what will be accomplished

**M** = Measurable

The goal must be quantifiable and precise so you will know when it has been accomplished

**A** = Attainable

The goal must be achievable given available resources

**R** = Relevant

The goal must be something that is important for you to achieve

**T** = Time Bound

The goal should state the time period in which it will be accomplished

# Examples of Poorly Written vs. SMART Goals

## Example 1

- Get multiple job offers

## Example 2

- Secure 3 cyber security job offers from three companies as a result of applying to 25 firms by October 31<sup>st</sup>, 20XX.

## Are these SMART goals?

- **S**pecific - What type of jobs offers?
- **M**easurable - How many job offers?
- **A**ttainable - Don't Know
- **R**elevant - Unsure
- **T**ime Bound – By When?

- **S**pecific - Secure cyber security job offers as a result of applying to 25 firms
- **M**easurable - 3 cyber security offers
- **A**ttainable - Yes, based on current cyber security talent demand by U.S. companies
- **R**elevant - Yes, based on applicant's existing job skills, experience and certifications
- **T**ime Bound – By October 31<sup>st</sup>, 20XX

# Examples of Poorly Written vs. SMART Goals

## Example 1

- Land a job before leaving my current position

## Example 2

- Secure a position as a lead diesel/gas automotive mechanic, as a result of applying to 20 job postings by September 1<sup>st</sup>, 20XX.

## Are these SMART goals?

- Specific - What type of job?
- Measurable - How will you do this?
- Attainable - Don't Know
- Relevant - Unsure
- Time Bound – By When?

- Specific - Secure a position as lead diesel/gas automotive mechanic
- Measurable - By applying to 20 job postings
- Attainable - Yes, based on the current demand for diesel/gas mechanics in the U.S.
- Relevant - Yes, based on applicant's existing job skills, experience and certifications
- Time Bound – By September 1<sup>st</sup>, 20XX

# Examples of Poorly Written vs. SMART Goals

## Example 1

- Fill more jobs

## Example 2

- Increase jobs filled, as a result of job fairs at Texas 2-year and 4-year colleges and universities by 5% by the end of FYXX.

## Are these SMART goals?

- Specific - What type of jobs?
- Measurable - How many job?
- Attainable - Don't Know
- Relevant - Unsure
- Time Bound – By When?

- Specific - Increase jobs filled as a result of job fairs
- Measurable - by 5%
- Attainable - Yes, based on current % this is attainable
- Relevant - Yes, this would increase our qualified candidates in a cost-efficient way
- Time Bound – By end of FYXX

# Examples of Poorly Written vs. SMART Goals

## Example 1

- Repair all vehicles

## Example 2

- Inspect and repair 25% of the truck fleet by the end of each month.

## Are these SMART goals?

- **S**pecific - What type of repair?
- **M**easurable - How many vehicles?
- **A**ttainable - Don't Know
- **R**elevant - Unsure
- **T**ime Bound – By When?

- **S**pecific - Inspect and repair truck fleet
- **M**easurable - 25% of the truck fleet
- **A**ttainable - Goal is within reach based on the number of trucks in the organization
- **R**elevant - Yes, this is a part of the daily responsibilities of a mechanic and would increase the number of trucks available to conduct business
- **T**ime Bound – By the end of each month

# Examples of Poorly Written vs. SMART Goals

## Example 1

- Conduct Final Audits

## Example 2

- Complete 110-120 Corporate/Net Worth income tax audits, maintain 60%-70% field audit time prior to October 31<sup>st</sup>, 20XX

## Are these SMART goals?

- Specific - What type of audit?
- Measurable - How many audits?
- Attainable - Don't Know
- Relevant - Unsure
- Time Bound – By When?

- Specific - Complete Corporate/Net Worth income tax Audits
- Measurable - 110-120 audits
- Attainable - Yes, this can be done with 60%-70% field audit time
- Relevant - Yes, maintains an average number of audits conducted by each auditor
- Time Bound - By October 31<sup>st</sup>, 20XX

# Create Your Smart Goals

**My SMART GOAL**

**S**

▪ Specific:

**M**

▪ Measurable:

**A**

▪ Attainable:

**R**

▪ Relevant:

**T**

▪ Time Bound: