

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 31st, 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 31st, 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 1st, 20XX.

Are these SMART goals?

- **S**pecific - What type of job?
- **M**easurable - How will you do this?
- **A**ttainable - Don't Know
- **R**elevant - Unsure
- **T**ime Bound – By When?

- **S**pecific - Secure a position as lead diesel/gas automotive mechanic
- **M**easurable - By applying to 20 job postings
- **A**ttainable - Yes, based on the current demand for diesel/gas mechanics in the U.S.
- **R**elevant - Yes, based on applicant's existing job skills, experience and certifications
- **T**ime Bound – By September 1st, 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?

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

- **S**pecific - Increase jobs filled as a result of job fairs
- **M**easurable - by 5%
- **A**ttainable - Yes, based on current % this is attainable
- **R**elevant - Yes, this would increase our qualified candidates in a cost-efficient way
- **T**ime 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 31st, 20XX

Are these SMART goals?

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

- **S**pecific - Complete Corporate/Net Worth income tax Audits
- **M**easurable - 110-120 audits
- **A**ttainable - Yes, this can be done with 60%-70% field audit time
- **R**elevant - Yes, maintains an average number of audits conducted by each auditor
- **T**ime Bound - By October 31st, 20XX

Create Your Smart Goals

My SMART GOAL

S

▪ Specific:

M

▪ Measurable:

A

▪ Attainable:

R

▪ Relevant:

T

▪ Time Bound:

