

Setting Objectives the SMART Way

Setting goals the **SMART** way means writing them so that they are:

Specific: Specific objectives are clear to both employee and manager. Clarity has been achieved when both share the same understanding of what is to be achieved and what standards will be used to evaluate performance.

Measurable: Objectives and standards must be able to be objectively observed and measured.

Achievable: Objectives are attainable and still provide a stimulating challenge to the employee.

Realistic: The objectives are within the realm of control (both in terms of authority and resources) of the employee to perform and the manager to observe.

Time Bound: Objectives with a deadline are much more likely to be accomplished than objectives without a clearly defined timeline.