Goals help you manage your time and resources effectively so you can focus on reaching your personal, departmental, and university objectives. Goals keep you motivated. The SMART method uses a simple criteria to ensure your goals are specific, measurable, achievable, relevant and time-bound.

**Components of SMART Goals**

**SPECIFIC**
What will the goal accomplish? How and why will it be accomplished?

**MEASURABLE**
How will you know when the goal has been reached? Include targets and milestones that you can hold yourself and others accountable to.

**ACHIEVABLE**
Stretch yourself enough to be challenged while ensuring you have the ability, time and resources available to ensure your goal is met.

**RELEVANT**
What is the purpose and benefit of accomplishing the goal? What will the goal achieve? Does it align with your responsibilities, department goals, university goals?

**TIME-BOUND**
What is the established completion date and does that completion date create a practical sense of urgency?

**Benefits of SMART goals**

⇒ Clearly defines the process, impact and expected outcomes.
⇒ Goals are flexible and agile—they can be short-term, intermediate and/or long-term.
⇒ Easier to visualize intended results.
⇒ Can be used to break large goals up into smaller, more attainable pieces.
⇒ Provides a framework for quarterly goal progress discussions with your leader.
Example

Original Goal:
I will implement a new performance management process.

SMART Goal:
By August 1, 2021, I will implement a new performance management process for University Staff using clearly defined processes and guidelines so employees and managers can more competently evaluate performance and develop their careers.

The new goal can be broken down into each of the five SMART components:

<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>What:</td>
<td>Implement a new performance management process for University staff.</td>
</tr>
<tr>
<td>How:</td>
<td>Using clearly defined processes and guidelines.</td>
</tr>
<tr>
<td>Why:</td>
<td>So employees and managers can competently evaluate performance and develop their careers.</td>
</tr>
<tr>
<td>Measureable:</td>
<td>The essential metric is whether or not the system is operational by August 1, 2021.</td>
</tr>
<tr>
<td>Achievable:</td>
<td>It should present a large enough challenge for you to remain interested and committed to accomplishing it. Ensure you have the resources available, too.</td>
</tr>
<tr>
<td>Relevant:</td>
<td>The result of this goal is a process that allows employees and managers to more competently evaluate performance and develop their careers, not the individual activities and actions that occur in order to make the goal a reality.</td>
</tr>
<tr>
<td>Time-Bound:</td>
<td>August 1, 2021, provides a time-bound deadline.</td>
</tr>
</tbody>
</table>

QUICK REFERENCE

- Begin with the end result in mind
- Start with an action word
- Describe what will be accomplished
- Include a success measure
- Set a completion date
- Use the “From, to, by” formula (from this to that by this time)
- Reorder the SMART sequence
- Keep it simple
- Ask for help if needed!