

# S.M.A.R.T Goals

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| <p><b>S</b></p> <p><b>Specific</b></p> <p>“What exactly do you want to achieve?”</p> |  |
| <p><b>M</b></p> <p><b>Measurable</b></p> <p>“By how much?”</p>                       |  |
| <p><b>A</b></p> <p><b>Attainable</b></p> <p>“Can the team accomplish it?”</p>        |  |
| <p><b>R</b></p> <p><b>Realistic</b></p> <p>“Do we have the capability?”</p>          |  |
| <p><b>T</b></p> <p><b>Timely</b></p> <p>“When do we want to achieve it by?”</p>      |  |