

## SMART Goals Chart

S – Specific	What is the exact goal you want to achieve? Why is this goal important to your business? Define this goal as clearly as you can.	
M – Measurable	How will you measure this goal? What will indicate success?	
A – Achievable	How are you going to accomplish this goal? What is the plan? What is the motivation for this goal? What do you need to be successful? Certain tools or skills? Are there any resources you are lacking?	
R – Relevant	Does this goal relate to the current business strategy and products? How? Why are you setting this goal now? How are going to make this goal relevant to your customers?	
T – Time-Bound	When will this goal be achieved? Are there any other time-bound components of your goal?	