

**PMEducation**

**SMART GOALS**

“Start with the end goal in mind.” The reason we make a plan is to achieve a Goal. Think of a sports team, say football. The mission is to win the annual trophy. The objective is to win the game. The goal is to get the next … well, goal!

Is that even do-able? Is it attainable? How much time do we have to get that Goal?

CONSIDERATIONS:

In setting a goal, here are at least 5 criteria you should consider. These have gained wide acceptance in their usefulness. The Acronyms SMART and SMARTWAM, help me remember these criteria.

SMART

Specific:

* The goal must be **specific** with details. What exactly will be achieved? Who will do it? Where will it take place? How will it get done?

Measurable:

* What are the expected **measurable** outcomes?
* What are the units of **measure**. How will the results be measured?

Attainable:

* Is this goal do-able, realistic, **attainable**?
* Is it reachable, yet challenging?
* Do we have the needed resources?

 Relevant:

* Does this goal fit into the bigger picture? Is it **relevant**?
* Does it meet with the overall objective?

 Time-framed:

* By **when** will this goal be achieved?

SMARTWAM

Specific:

* The goal must be **specific** with details. What exactly will be achieved? Who will do it?

Measurable:

* What are the expected **measurable** outcomes?
* What are the units of **measure**. How will the results be measured?

 Agreed to:

* Have the necessary people **agreed** to this goal? This includes the people who will be

 doing the work, my boss whose agreement I need, the project Sponsor whose

 approval I need, and so on.

 Realistic:

* Is this goal do-able, **realistic**, attainable?
* Is it reachable, yet challenging?
* Do we have the needed resources?

 Time-framed:

* By **when** will this goal be achieved?

 Written Down:

* Is this goal “committed to paper”? **Written down?** Can I show it to others?

 Affordable:

* Can I **afford** this?
* Is there money, time, and resources available to accomplish this goal?

 Meaningful:

* Is it **clearly** written in a way that every reader gets the same meaning?