

SMARTER Goals Model

S

Specific

Goals should be specific. Goals help guide how we behave and think by creating and clarifying priorities.

M

Measurable

Goals should be able to be tracked, to ensure progress is being made toward goal achievement. What exact metrics are used, and how many or how much?

A

Achievable

Is the goal realistic? Can it be achieved within the time frame given? Can it be achieved based on the employee's knowledge, skills, abilities, interests, strengths, weaknesses, and motivations? Can it be achieved at all?

R

Relevant

Is the goal relevant to an individual's role and responsibilities? To their capabilities and growth potential? To their training? To the team?

T

Timely

Employees need to know by what date a goal needs to be accomplished. A deadline allows employees to prioritize which goals should come first, and it can help create a sense of urgency depending on how far out the deadline is.

E

Evaluated

Evaluation is about reviewing and reflecting: what's working, what's not; what's gone well, what hasn't; what's gotten in the way, and what's been helpful along the way.

R

Revised

As you evaluate, you need to decide whether goals should be revised. What should we change about upcoming goals and what should we keep the same? How can we ensure better results than last time? Are there different metrics we can track that better represent performance?