

SET S.M.A.R.T. OBJECTIVES

PROJECT MANAGEMENT

THIS TOOL WILL HELP YOU TO:

- ★ turn your group's goals into objectives that are Specific and Strategic, Measurable, Achievable, Realistic and Time-framed.
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HOW TO:

What outcomes do you aim to achieve in your project? These are your objectives. Objectives work best when they are Specific, Measurable, Achievable, Relevant and Time-bound (S.M.A.R.T.).

- 1 Write down what you want to achieve in your project. What will be different when you succeed?
- 2 Break this down into specific or tangible objectives.
- 3 Ensure each of your objectives is S.M.A.R.T., using the following questions:

Specific

Are your objectives clear?
Do they answer the who, what, where and when?
Could any wording be misinterpreted?

Measurable

How will you know your objectives have been achieved?
How will you measure this?

Achievable

Could you really achieve these objectives?
Do you need to establish both long term and shorter term objectives?
Do your objectives push your comfort zone and drive you to grow and improve?
Is this the right time or are you the right person to deliver?

Relevant

Do your objectives go far enough towards achieving your ultimate goal and vision?

Time-bound

Have you specified a timeframe for achieving your objectives?
When would be the most strategic time to reach your objectives?
With your capacity, when would you be able to reach this objective if things go well?



BRING IT TO A MAKE CHANGE HAPPEN MEETING

Report back

Have you Set S.M.A.R.T. Objectives? If you'd like feedback and to share your learnings, book a spot in a Make Change Happen meeting. What is your project's overall vision and goal? How have you broken this down into S.M.A.R.T. objectives? What worked well? What would you do differently? Is there anything specific you would like feedback on or help with?

Practice run

Set S.M.A.R.T. Objectives is a planning and preparation tool. It doesn't make sense to plan your objectives by yourself while your Make Change Happen group watches on. However, if you plan to lead a group through the S.M.A.R.T. objectives process, you may like to practice first.

Choose a few goals or a broad vision. It's best to use your own project but an alternative goal to practice on could be 'Hosting the best Make Change Happen meeting ever'. Then lead the group through the steps, explaining the method and using the prompting questions to facilitate group input.

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WHAT WILL BE DIFFERENT WHEN YOU SUCCEED?

COMBINE THIS TOOL WITH:

Grow Your Vision Tree
Cut Your Issue
Set Forces for Success
Be Strategic

NOTES

Adapted from: The Change Agency (www.thechangeagency.org). We acknowledge Peter Drucker and George T. Doran for their original work in creating S.M.A.R.T. objectives.