



## SMART Goals

SMART goals help communities to improve planning efforts and reach their desired outcomes. A SMART goal is straightforward and emphasizes what you want to happen. It helps you to focus your efforts and resources.

A **SMART** goal is:

- **Specific and Measurable**— What do we want to accomplish, leaving no room for misunderstanding? You can't measure it you can't manage it. Establish concrete criteria for measuring progress and so the end result is clear.
- **Motivating**— A goal must captivate and compel action. Identify goals that are important to you, ie. help grow businesses in the community, as an individual, build personal relationships, make a contribution to the community, or something greater than yourself.
- **Attainable** – Goal is reasonable or realistic so it can be achieved in a specific amount of time. Use baseline data to establish indicators or standards so that monitoring progress is possible.
- **Relevant / Rigorous/** – Aligned with the most important priority. Trivial goals are worse than no goals; they direct energy and resources away from what is truly important.
- **Trackable/Time Bound** – Goals have a clearly defined time-frame including target dates for monitoring progress in a consistent and fair manner. Putting an end point on your goal gives you a **clear target** to work towards.

*Examples:*

Not a SMART goal:

- Increase 4-H club membership.

*No measure and no time frame.*

SMART goal:

- Increase Wabash County 4-H club membership by 10% by Oct. 1, 2010.

(Data shows that there are 160 current club members so a 10% increase would mean 16 new members.)

One action might be: Current 4-H clubs would each recruit at least 2 new members. There are currently 8 clubs.

Goals should contain one action verb such as increase, train, reduce, obtain, or assemble. In other words, the goal provides direction.

*SMART Goal Planning Format*

Specific: (what)

Attained: (how will you know goal is accomplished)

By: Time of year: (when)