# Link~HR

# How to Write SMART Goals: A Guide for Managers

## What are SMART Goals?

The SMART acronym stands for *specific, measurable, achievable, relevant, and time bound.* Setting SMART goals can ensure that your goals are clear and reachable ones. It consists of breaking down big ambitions into a plan of smaller steps.

| S | Specific | What exactly needs to be accomplished? |
|---|---|---|
| M | Measurable | How will you measure progress and performance? |
| A | Achievable | Is the goal realistic? Do you have the necessary skills and resources to achieve the goal? |
| R | Relevant | How does the goal align with the Company's business strategy and vision? Why is the result important to the Company? |
| T | Time-Bound | What is the time frame for accomplishing the goal? |

**Assignment:** Using the Excel spreadsheet, list the SMART goals of your team/department for the next 90 - 100 days. We will work on goals for individuals next; for now, please focus on the goals of your team as a whole.

## Where to start?

1. Reflect on the deliverables that your team/department/function needs to accomplish in order to meet business goals and accomplish deliverables for clients or investors within the next 90 days.
2. Develop a goal statement for each responsibility. To get the scope right, it is important to focus on the <u>final result</u>, not the tasks.
3. Goals should be specific and clear so you will be able to measure the outcomes.

## Example:

Non-SMART Goal: Create an Onboarding Program

SMART: (Specific, Achievable, Time-bound) By June 1st, create and implement an onboarding program for new employees which includes: pre-start date communication; an orientation session to present on business model, products, history, values, employment practices; and

necessary training, mentoring, an assessments to support the employee's early success in safe and effective job performance. (Relevant & Measurable) The goals of the onboarding program is to help new employees feel welcome, understand their job and company workplace culture, and provide them the necessary tools and resources to learn and quickly begin to contribute in their roles. The onboarding program will include measurements to assess the learning and acclimatization of new employees through safety tests, knowledge assessment, feedback surveys, etc.

## How to write your S-M-A-R-T goal?

| Specific | Be specific about what the goal is and use action verbs. When framing the goal, try to answer the five "W" questions: Who, what, where, when and why. <br><br> ● Who is involved in attaining the goal? <br> ● What do you want to achieve with this goal? <br> ● Where will the goal be attained? <br> ● When do you want to accomplish your goal? <br> ● Why do you want to reach this goal? |
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| Measurable | The goal must be measurable so that you can determine progress along the way and know if one is on the right track. What metrics will you use to determine if progress is made towards meeting the goal? Each step in the plan will provide an opportunity to evaluate whether the team is moving toward the goal or needing to redirect back on course. |
| Achievable/Attainable | To make the goal attainable, be clear on how the team will accomplish it. Think about whether the team has the talent/tools/skills needed and if not, consider what it would take to attain them. |
| Relevant | Relevant goals are in alignment with the overall business objectives. |
| Time-bound | Every goal needs to have a target completion date and milestone dates to measure progress. Time-bound goals help to keep the team motivated and helps with prioritization of tasks. |