

S.M.A.R.T Goal

SPECIFIC

Clearly state the desired action and the method

MEASURABLE

Determine how you will track progress and measure success

ATTAINABLE

Make a plan to achieve your goal given available resources and skills

RELEVANT

How does this goal help your businesses' objectives and purpose?

TIME-BOUND

Set a specific timeframe in which to complete the goal.

S

My goal is:

M

I will track progress by:

A

I will achieve this goal by (plan):

R

This goal aligns with:

T

I will achieve this goal by (date):

My S.M.A.R.T. Goal Statement

(Review what you have written, and craft a new goal statement summarizing the statements above - e.g. *To increase my sales lead generation by 20% within the next quarter by actively reaching out to 10 new potential clients per week through targeted email campaigns and LinkedIn networking.*)