

SMART Goals

S

Specific - What? How? Where? Use specificity to pinpoint the exact outcome you want to achieve

M

Measurable - How will it be measured? How will you know you have achieved it?

A

Achievable - Goals should push you and your team but you must ensure they are achievable with the resources available.

R

Relevant - Does it make sense within your job/team function? Goals must be relevant to you & what you want to achieve.

T

Time-bound - What is the timeframe listed in your objective? Setting time frames helps identify accountability and helps motivation.

Example:

Initial objective - I want my event to be more successful

SMART objective - I want my event to generate 30% more revenue from ticket sales in the next 6 months.