

WHAT IS A SMART OBJECTIVE?

SMART is a guideline for defining high quality objectives.

A **SMART** objective should be **Specific & Stretching**, **Measurable**, **Achievable & Agreed**, **Relevant** and **Time-bound**.

Specific & Stretching



- Is the objective clear, precise and unambiguous?
- Is the objective stretching in some way (but still realistically achievable)?

Measurable



- Does the objective say what success will look like and how it will be measured, in terms of quantity or quality?

Achievable & Agreed



- Is the objective realistically achievable (but not too easily), taking into account the time-frame, resources and support that are available?
- Have both the individual and their manager agreed the objective?

Relevant



- Is the objective relevant to what the business and/or the team need to achieve?
- Will it support the achievement of the overall goals of the organisation?

Time-bound



- Has a specific date been agreed for when the objective should be completed?
- Is the target date related to the objective rather than simply coinciding with the end of the review year?