

## Are Your Objectives SMART?

Test them with this ready reckoner



Does your objective have numbers or grades or levels?

For example, '£20,000, Grade A, Level 2', or 'Amber', are measurable.

MEASUREABLE --- ACHIEVABLE

For example,

'Better sales, improved efficiency, and happier employees', is not measurable.

Does your objective have more than an 80% chance of being delivered?

For example,
'This was delivered the
previous year', indicates
that it is highly
achievable.

This has no basis as to whether it is achievable, or not, is not achievable.

Does your objective have a significant impact on your company?

RELEVANT

For example,
'Selling an extra £xm'
has a significant
impact on the
company.

For example,
'Doing project x with no objectives', is unlikely to have a significant impact on the company.

Does your objective include a date by, or date range?

For example,
'By 31st March 2018' or
'From 1st January to
31st December',
is timely.

For example,
<No date>, or
'Next appraisal',
is not timely.



If you have got to here with 5 greens your objective is SMART, well done!

If you have one red, your objective is not SMART.
Go back to the Start.