

QuickTip – SMART

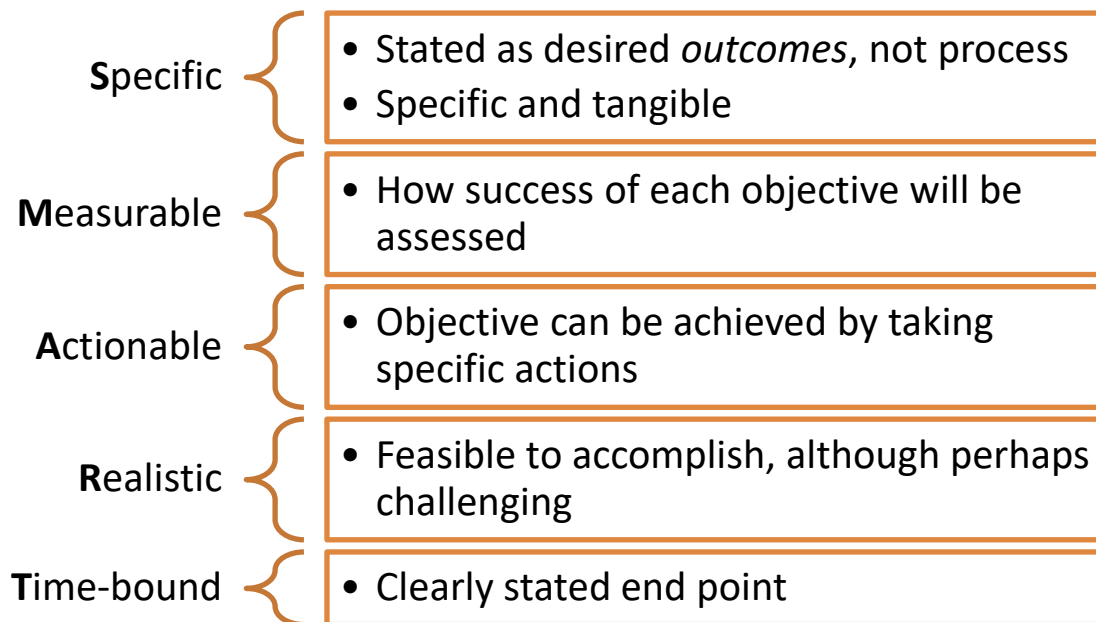
The SMART format - specific, measurable, actionable, realistic, and timebound – is a useful framework for writing goals, objectives, or action items.

When to Use

Use SMART any time you need a clear and unambiguous summary of an action to be taken.

Procedure

Make sure that the description of the action has these five characteristics.



Considerations

1. It can be helpful to use the SMART format as a test after you have defined a goal, objective, or action item.
 - a. Is there a clear and defined end result? (Yes, specifically it's.....)
 - b. Will I be able to tell if we reached the goal? (Yes, we'll measure...)
 - c. Do we know how to get the job done? (Yes, we'll take these step-by-step actions....)
 - d. Is it actually doable? (Yes, it's realistic. No flying unicorns required.)
 - e. Will it ever end? (Yes, it's time-bound and our deadline is....)

Example: The PTA will raise \$5000 for new band instruments over the next eight months by selling raffle tickets, jelly, and wrapping paper.