



Wells Mountain Initiative

Community Development Growth Grant

SMART Methodology for Goal Setting with Objectives

Use this handout to guide in designing SMART goals with strong objectives.

What is SMART?

SMART is an effective tool that provides the clarity, focus and motivation needed to achieve your **goals**. It can also improve your ability to reach them by encouraging you to define your **objectives** and set completion dates.

What does SMART stand for?

SMART stands for **specific, measurable, achievable, realistic and time-bound**.

What is a goal statement?

A goal statement states the desired results.

Goals are:

- Broad in nature
- Valuable for setting a general direction or vision
- Difficult to measure
- Abstract ideas
- Longer term
- The end result

What is an objective?

Objectives are the concrete deliverables that make the goal come to life.

Objectives are:

- Narrow in scope
- Specific steps
- Associated with a schedule and time frame
- The means to the end result
- Easy to measure
- Short term or medium term

What is the most important difference between a goal and objectives?

- Objectives are specific actions or measurable steps individuals and groups take to move closer to achieving the goal. They are specific targets that are typically time-bound.

How can I use this handout to help me apply for the Community Development Grant program?

Use the chart below to think through how you can define your actions (as objectives) to support achieving each of your goals. For each goal, start by writing the goal (broad end result) at the top of the chart and then work through the five SMART sections. Once you have considered how you can achieve your goal as supported by SMART objectives, the final step is to write your objective statement.

Goal: _____



Specific	What do I want to accomplish? Why do I want to accomplish this? What are the requirements? What are the constraints?	
Measureable	How will I measure my progress? How will I know when the goal is accomplished?	
Achievable	How can the goal be accomplished? What are the logical steps I should take?	
Relevant	Is this a worthwhile goal? Is this the right time? Do I have the necessary resources to accomplish this goal (the time, money and equipment)? Is this goal in line with my long term objectives?	
Time-Bound	How long will it take to accomplish?	

Different ways to write SMART objectives:

- **[Who]** will do **[what]** resulting in **[measure]** by **[when]**.
 - *I will speak at five conferences in the next year.*
- By **[when]**, **[who]** will do **[what]** resulting in **[measure]**.
 - *By the end of each month, I will have read one book about sales strategies resulting in an increase of my knowledge supporting my current position at the company.*
- By **[when]**, **[measure - includes who and what]**.
 - *By year two of the project, staff will have trained 75% of health education teachers in the school district on the selected scientifically based health education curriculum.*
- **[Measure - includes who and what]** by **[when]**.
 - *Community outreach staff members will meet with key stakeholders at all secondary schools in Addison County resulting in 3 out of 4 schools committing to work on tobacco free campus policies by June 2021.*

Resources for additional reading:

- <https://www.samewave.com/posts/the-difference-between-goals-and-objectives-create-an-actionable-business-planning-process>
- <https://www.lifehack.org/851872/goal-statement>
- <https://thedigitalprojectmanager.com/project-objectives/>