

# WRITING SMARTER OBJECTIVES

The SMART Acronym has come to mean different things to different people but in this infographic we'll focus on one of the most popular concepts, where SMART is an acronym for:

# S M A R T

## Specific



## Measurable



## Achievable



## Relevant



## Time-Bound



## Specific

Objectives must tell a team or individual what's expected, why it's important, who's involved, where it's going to happen and which resources or limits are involved.



## Achievable

Objectives need to be achievable. They can be stretching, but should not be impossible. There's no better way to kill enthusiasm and motivation, than by setting unachievable objectives.



## Measurable

Imagine you're playing a game and it doesn't show a score or progress indication as you go along. You'd quickly lose interest as there's no motivation to keep playing.

Objective setting is similar. Make sure you tell the person how you're going to measure success



## Relevant

Relevant objectives tick two boxes. They make sure the objective being set in something that the individual impacts upon or changes. And secondly, is the objective important to the organisation.



## Time-Bound

What is the time frame for achieving the objective? A target date and some milestones help to keep things on track and create a sense of urgency.

# SMARTER OBJECTIVES

So you're now familiar with the SMART acronym, but there is a way to further extend the concept to recognise the importance of engagement.

**You can add the letters E S R, to get SMARTER**

The more motivated people are by their objective, the better they are likely to perform. Try adding these E & R words to the end of your SMART objectives to make them SMARTER:



## Exciting

The objective you set should be engaging for the individual. When a person is excited by the objective or the journey, they are more likely to apply themselves and be successful.



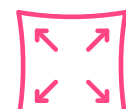
## Rewarding

A person should know what it will mean and what will result from investing full effort in completing the goal.



## Recorded

There is a written record of the objective, its constraints and enablers required for success. Having the objective written is said to help increase the likelihood of completion and success, at the very least it ensures that both parties have a common understanding of what was agreed



## Extending

The goal should stretch the performers' capabilities or make a significant contribution to the mission and purpose of the organisation. It's boring and can seem purposeless if it doesn't.