

GOAL SETTING FOR

SMART ASSESSES



EFFECTIVE GOALS NEED TO BE:



S **SPECIFIC**
WRITE DOWN EXACTLY HOW THE GOAL WILL BE MEASURED

M **MEASURABLE**
CHECK YOU CAN GET THE DATA AND DETECT CHANGES

A **ASSIGNABLE**
PUT SOMEONE IN CHARGE OF ACHIEVING EACH GOAL

R **REALISTIC**
ONLY CHOOSE GOALS YOUR TEAM HAVE A CHANCE OF HITTING

T **TIME-RELATED**
GIVE GOALS CLEAR DEADLINES



A **ALIGNED**
MAKE SURE ALL YOUR GOALS TIE INTO AN OVERALL STRATEGY

S **STREAMLINED**
AVOID SETTING TOO MANY GOALS TO KEEP FOCUSED

S **SCRUPULOUS**
USE HEALTH METRICS TO PREVENT UNINTENDED CONSEQUENCES



E **EVALUATED**
REVIEW YOUR GOALS REGULARLY TO CHECK THEY'RE STILL RELEVANT

S **SEEN**
KEEP GOALS ON EVERYONE'S RADAR, IDEALLY WITH A DASHBOARD
