

# SMART GOAL SETTING & ACTION PLAN

## RESOURCE

### SMART GOALS

A SMART Goal is a convenient acronym for the set of criteria that a goal MUST include in order for it to be realized by the goal achiever. There are numerous variations on the SMART acronym, however, the one we will follow is:

#### **Specific**

Goals must be something that can be described and understood easily by others – finite conditions, not general feelings.

Bad example: Increase participation of members.

Good example: Increase attendance at chapter meetings.

#### **Measurable**

Whenever possible, use numbers or percentages to mark achievement of the goal. You can't rely on personal opinion.

Bad example: More members will attend...

Good example: 80 percent of members will attend chapter meetings.

#### **Attainable**

Is the goal realistic? Goals should be a stretch to obtain but not impossible to achieve. Members will work toward what they believe they can achieve and are not inspired by boring, easy goals.

Bad example: 100 percent of members will attend every meeting.

Good example: Increase attendance at chapter meetings by 10 percent from the prior semester.

#### **Relevant**

Your goals must accurately address the root issue you are facing. Remember, “An accurate description of the problem, is 90 percent of the solution.”

Bad example: Have alcohol at recruitment events so chapter members will attend and have better conversations

Good example: Teach chapter members tangible recruitment skills and eliminate alcohol from recruitment.

#### **Timely**

Goals must have an end date when they are due. Creating a sense of urgency will push members to work harder. How else will you know when to check performance?

Bad example: Winter

Good example: January 1, 2016

## Examples

Non-SMART Goal: *We need to improve recruitment.*

SMART Goal: *By December 15, 2015, the chapter will have recruited 20 new members who meet or exceed our minimum membership standards.*

## ACTION PLANS

Every SMART goal must be complemented by a detailed action plan. A good action plan provides the framework for achieving the SMART goal. The action plan helps map out the necessary tasks with a detailed schedule of key milestones and a list of key people for those milestones.

### Overview

Great action plans:

- Determine what you will need to hit the goal.
- Provide a timetable for activities.
- Identify people with whom you will need to coordinate and will rely on to contribute.
- Anticipate problems and outline contingency plans.

### Implementation

For each of the three priorities identified on the [\*Evaluation and Prioritization Worksheet\*](#), follow this step-by-step process to ensure you have a comprehensive action plan:

1. Clarify your goal.
  - a. Ensure it is specific, measurable, attainable, relevant and timely.
2. Build a list of tasks
  - a. Write down all action steps that you may need to achieve the goal.
3. Organize your list into a plan.
  - a. Decide on the order of action steps.
  - b. Rearrange your actions and ideas into a sequential order.
  - c. Review this list and see if there are any ways to simplify it further.

### Follow Up

1. Monitor the execution of your plan.
  - a. Constantly evaluate the progress of your plan.
  - b. Manage the key people and be mindful of deadlines.
  - c. Adjust and optimize your plan if necessary.
2. Measure your success.
  - a. Has your action plan achieved the outcomes of your SMART goal?