



## APPENDIX G: SMART GOALS WORKSHEET

### SMART Goals Worksheet

You can use the results from your strengths-weaknesses-opportunities-threats (SWOT) analysis to develop goals. Use this worksheet to verify that your goal is Specific, Measurable, Attainable, Relevant and Timely (SMART).

#### Goal

**Specific.** You have a much greater chance of achieving a specific goal than a general goal. To set a specific goal, answer the six “W” questions:

- **Who:** Who is involved?
- **What:** What does my state want to accomplish?
- **Where:** What is the location?
- **When:** What is the time frame?
- **Which:** What are the requirements and constraints?
- **Why:** What are the specific reasons, purpose or benefits of accomplishing the goal?

*What exactly will the team accomplish? What are the desired outcomes associated with this goal?*

**Measurable.** Establish concrete criteria for measuring progress toward attainment of each goal you set. When you measure your progress, you stay on track, reach your target dates and experience the exhilaration of achievement that spurs you on to reach your goal. To determine if your goal is measurable, ask questions such as:

How much?

How many?

How will we know when it is accomplished?

*Which indicators are associated with this goal? How will the team know when it has achieved success?*

**Attainable.** When you identify the goals most important to your agency, organization and stakeholders, you begin to figure out ways to make them come true. You develop the attitudes, abilities, skills and financial capacity to reach them. You begin seeing previously overlooked opportunities to bring your state closer to the achievement of its goals.

*Is achieving this goal realistic with effort and commitment? Do you have the resources to achieve this goal? If not, how will you get them?*

**Realistic.** A realistic goal is one that your state is both willing and able to achieve. Goals can be both high and realistic, but they should always represent substantial progress.

A high goal is frequently easier to reach than a low one because a low goal exerts low motivational force. Some of the hardest jobs you have ever had actually seemed easy simply because they were labors of love.

*Why is this goal significant? Is there a role for all three branches?*

**Timely.** A goal should be grounded within a time frame. With no time frame tied to it, there is no sense of urgency. When a goal is anchored within a time frame — such as “by May 1” — then, you have set your team on a path to begin working on the goal. Your goal is probably realistic if you truly believe that it can be accomplished. Additional ways to know whether your goal is realistic including determining whether you have accomplished anything similar in the past or asking yourself what conditions would have to exist to accomplish the goal.

*When will you achieve this goal?*

*How will the implementation team and other stakeholders be engaged?*



**Specific action steps.** Which steps must you take to get you to your goal?

Action or strategy	Who is responsible	Partners to work with	Time frame