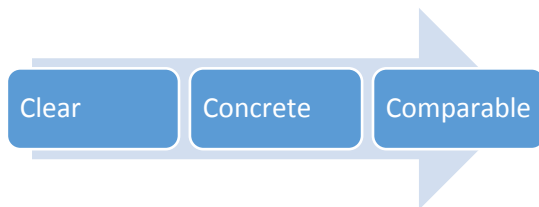


Topic 6: How are SMART Techniques Used In Setting Objectives?



The best way to identify effective goals is to use **SMART** Techniques. This means that your examples should be **SPECIFIC, MEASURABLE, ATTAINABLE, REALISTIC, AND TIME-DRIVEN.**

The goals should be stated in the form of outcomes and results in order to be **Specific**. We need to be sure to describe what should be accomplished and by whom.

By being **Measurable**, the goals will be ideally written using a number, percentage, ratio of improvement, and timeline (interval). Quantifiable measures can be more consistently used and are not as frequently disputed. Management reports can provide actual benchmark outputs and ratios, project status, and completion dates.

In order to be **Agreeable and Applicable** the defined outcomes or measures are often closely correlated with the job to which the employee is assigned and important to your department and the Company. The employee must have sufficient control and influence of the objectives to be achieved.

To be **Realistic**, the objective should be set with adequate baseline data, an understanding of available organizational staffing and resources and employee capabilities. It can often be verified by the completion of a report, presentation of feasible recommendations, feedback from qualified raters, or the ability to attain improvement in statistical measures. This lends itself to yes or no determinations or even the use of a scale to determine the degrees of attainment of the measure.

Time-Bound, means that date markers should be set for attainment of results; interim task and final completion dates should accompany all goals; the status of these goals can be assessed at the interim review. The advantages of using timelines in setting objectives is that assignments can be broken down into sub-steps and tasks to be accomplished to achieve the desired end outcomes.