

# S

## Specific

Don't be vague. Answer who, what, where and why.

---

---

# M

## Measurable

How are you going to measure if you are successful?  
Can you see progress towards the goal? How will you know when it is completed?

---

---

# A

## Achievable

Does past performance make this achievable?  
Do you have the right systems and processes in place?

---

---

# R

## Relevant

Does this goal align with your overarching company goals?  
Is now the right time for it?

---

---

# T

## Timely

Set a deadline.  
Does this need to be completed before you can move on to another phase or before another goal can be completed?

---

---