

SMART Goal and SWOT Analysis Template

Setting your SMART goal

Use the template below to create your own SMART goal.

<p>SMART Goal</p> <ul style="list-style-type: none"> • Specific: Keep it as specific as possible. • Measurable: Concrete criteria for measuring progress to said goal. • Attainable: Realistic and possible for your team to achieve this goal. • Relevant: Address a core initiative of your business. • Timely: Have an expected timeline of when this goal should be completed by. 	
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Now that we have this goal, what are the considerations we need to be aware of towards achieving it? Write it down and keep it in mind as you create your campaigns, sales playbooks, and customer success programs to achieve your business goals.

Completing a SWOT Analysis

<p>Strengths: Identify your strengths – what is effective about the resources you have in place to achieve your goal?</p>	<p>Weaknesses: Note your weaknesses – be honest. What are some disadvantages you face in achieving your goal?</p>
<p>Opportunities: Consider what the possibilities are for achievements in the process of completing this goal? Dream big!</p>	<p>Threats: Recognize what could threaten your progress in the effort to complete your business goal?</p>

****Please save this worksheet to the desktop on your computer.
This way your progress will be saved correctly as you complete each section.****

