



SMART GOALS

Follow these steps and you'll be well on your way toward a set of tangible SMART goals that will help your business grow and thrive.

Use this guide to jot down ideas, revise goals, make plans, or anything else that helps you in the process of creating and refining your goals.

S.M.A.R.T. GOALS FOR SUCCESS

Take your goal through each aspect of SMART. Ask yourself, "Is this goal"

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound

Adjust your goal to make sure it meets each SMART characteristic. Once your goal becomes specific, do the same with Measurable, Achievable, Relevant, and Time-bound.

RESOURCES

Once you have refined your goal to fit all of the SMART criteria, think about the resources needed to make this goal a reality. Will you need to hire more **team members**? Create more **inventory**, such as images, graphics, content? Increase **money spent** for inbound marketing? List out necessary resources so that your goals stand the greatest chance of success.

ACTION PLAN:

Once you have your SMART goal and you know what resources you need to make it happen, develop a plan of action for accomplishing this goal. Who on your team will need to fulfill specific roles? Have you developed a timeline for your goals? List these items out and then be sure to communicate them with the appropriate members of your team.

GOAL STATEMENT:

S.M.A.R.T. GOALS FOR SUCCESS

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|-------------------------------|--|
| SPECIFIC S | What do you want to accomplish? Why do you want to accomplish this? What are the requirements? What are the constraints? |
| MEASURABLE M | How will you measure your progress? How will you know when you've reached your goal? |
| ACHIEVABLE A | Can your goal be accomplished? What are the logical steps I should take? |
| RELEVANT R | Is this a worthwhile goal? Is this the right time? Do I have the necessary resources to accomplish this goal? Is this goal in line with your long-term objectives? |
| TIME-BOUND T | How long will it take to accomplish this goal? When should this goal be finished by? When am I going to work on this goal? |

WHAT RESOURCES ARE NEEDED TO ACOMPLISH THIS GOAL?

ACTION PLAN

Action:

Assigned To:

Due Date:

| | | |
|-------|-------|-------|
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| _____ | _____ | _____ |
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THINKING SPACE
