



MHA HEALTH, RESEARCH AND EDUCATIONAL
FOUNDATION, INC.



SMART Goals

“Begin with the end in mind.”

Stephen Covey

Setting SMART goals can help clarify ideas, focus resources effectively and generate successful outcomes.



Specific

Ask who, when, which, what, where and why. Think about what you want to achieve. Clearly define what needs to be accomplished. Define what outcomes will need to be realized for success to be achieved.



Measurable

How will you know when you reach your goal? Can your progress towards your goal be measured? What metric(s) will be used, are those metrics in place?



Attainable

Is the goal reasonable and realistic? Has your team avoided aiming too high or too low? Is it achievable given the availability of resources or constraints? How likely is it that the team will be able to achieve this goal?



Relevant

Is the goal in alignment with organizational priorities and values? Is it appropriate to the current time period and circumstances? Is it closely connected with the strategic plan?



Timely

Does your goal include a target date or timeline for completion that is clearly defined? Having a timeline creates urgency and sets expectations for achievement.