

Smart Goals

Smart goals require a lengthy thought process to set. In whatever you do, you need to have a vision of what you want to achieve to accomplish desired results, so learn to document and customize them for smoother processes.

TEAMWORK SMART GOAL

GOAL: Increase brand awareness among people.

SPECIFIC	The team will increase the company's website traffic to 10%.
MEASURABLE	The team will use Google Analytics to measure website traffic.
ACHIEVABLE	The team will optimize the company's website by improving its SEO ranking.
RELEVANT	The more customers visiting the company's website, the greater the chance of acquiring new ones.
TIME-BOUND	The team with teamwork can achieve their goal before Q3 2020 ends.

ACTION PLAN TO ACHIEVE SMART GOAL

To Do	Start Date	Target Date
Search for keywords to utilize in the blogs.	May 14, 2020	May 15, 2020
Publish 20 blogs and each must have catchy titles.	May 16, 2020	May 18, 2020
Prepare a content publish schedule.	June 20, 2020	June 24, 2020
Optimize images found in blogs so the viewers will know where they're from.	July 25, 2020	July 27, 2020
Optimize URLs so Google can easily find them.	August 03, 2020	August 05, 2020

Smart Goals

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Smart Goals Definition & Meaning

A smart goal is a goal-setting method that provides individuals with criteria for deciding on their goals for tasks and activities.

Smart is a mnemonic acronym that stands for specific, measurable, attainable, relevant, and timely.

What Are Smart Goals?

Smart goal is a widely known and used approach for creating and setting goals in varying industries. They set the direction for current and future tasks and ensure that they are not impossible to attain while considering your resources. Listing smart goals helps reflect and analyze the elements of your projects and motivates the people involved.

10 Types Of Smart Goals

Project Smart Goals

When undergoing project planning, there are plenty of factors and an extensive list of tasks to consider. Your [project smart goals](#) document helps the team and essential stakeholders stay on the same page as they progress through the project development. With this practice, you can list your goals for allocating human resources, project finances, and managing the project schedule.

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SMART GOAL STATEMENT

A4 Size
Letter Size

CD Altitude Company
customer@cdac.com, 222 555 7777
1004 Reynaldo Street, Austin, Texas 78613

Project SMART Goals

Date: March 16, 2031
Written by: Mr. Garth McCoy

GOAL: INCREASE COMPANY SALES

Specific	Measurable	Achievable	Relevant	Time-Bound
Delegate tasks and quotas for the marketing department in overseeing the company's daily social media engagements	Tap at least 20,000 potential customers through social media engagements.	Promote the company's newly released products on YouTube advertisements each month.	The increased online customer engagement will potentially maintain a constant 20% increased monthly revenue.	Achieve the 20,000 target customers online by June 20, 2031.

ACTION PLAN TO ACHIEVE SMART GOAL

To Do/Task	Start Date	Target Date
Conduct weekly meetings with the marketing team to strategize the online promotion of the company's products for release.	March 16, 2031	April 20, 2031
Assign graphic designers to create a 15-minute promotional video on the company's newly released products.	April 20, 2031	June 20, 2031

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Child Smart Goals

Being competent and knowledgeable in setting goals and objectives is a skill that children should learn and train as they grow. It is no secret that children tend to get distracted easily and have difficulty setting priorities. **Child smart goals** could be related to improving daily routine, education, health, and social aspects.

Opportunities	Achievements
Providing chores teaches the child self-discipline.	The child is able to get a five-star at the early stage of education.
Adapting to new technology.	Technology improves the child's learning and motivation that is adapted to early education.
Providing chores help reinforce respect.	The child gets an award at school for amazing behavior.
Providing chores improves a child's management skills.	The child is able to finish school assignments on time.

Leadership Smart Goals

Taking the leadership role is an overwhelming task that puts a heavy responsibility on a person. For a leader to be effective, there are skills and capabilities that you should have and gain and a mindset you should develop. By writing [leadership smart goals](#), you can focus on essential qualities and elements of a leader to foster a good collaborative culture within the team.

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LEADERSHIP SMART GOALS

A4 Size
Letter Size

Modesta Home Designs
email@mhdesigns.com, 222 555 7777
21 Anastasia St., Riverside, CA 95010

Q2 LEADERSHIP SMART GOAL

GOAL: Increase client feedback for Modesta Home Designs' work.

SPECIFIC - What do I want to accomplish?
As a team leader, I will encourage the team members to increase client feedback by 60%.

MEASURABLE - How do I measure the goal?
As a team leader, I will set quality control standards, schedule days solely for revisions, and meet with the employees regularly to help each member achieve top-notch designs.

ACHIEVABLE - How can I accomplish the goal?
As a team leader, I will provide new editing programs, update tools, and maintain laptops, computers, and other office resources.

RELEVANT - What is the significance of the goal?
Modesta Home Designs will need at least 500 new clients to increase within the 2nd Quarter (Q2) to increase network, sales, and exposure.

TIME-BOUND - When can I realistically achieve the goal?
The team must increase the client's feedback by 60% by June 30, 2030 (Q2).

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Personal Smart Goals

If you are having trouble making the most of your day, from when you wake up until you get to sleep, listing your personal goals would help. [Personal smart goals](#) usually include family, relationships, fitness, routine, work-life balance, and time management. You can either manually create this document or customize editable and printable templates to fit your needs.

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PERSONAL SMART GOALS

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Weight Gain SMART GOAL

GOAL: Increase body weight.

Specific	Measurable	Attainable	Relevant	Time-bound
I will increase my body weight by at least 33 lbs. (15 kgs.).	I need to weigh myself after waking up, at noon, and before going to bed.	I will create plan meals consisting of protein-rich foods and engage in regular physical and mental exercises.	I will need to increase my body weight to 142 lbs. (64 kgs.) to achieve the ideal body mass index of a 5'5" woman.	I must achieve a 33-pound increase in weight by September 05, 2030.

ACTION PLAN TO ACHIEVE SMART GOAL

To-Do/Task	Start Date	Target Date
Create a healthy and protein-rich meal plan for breakfast, lunch, and dinner for Mondays to Fridays.	July 01, 2030	July 05, 2030
Create a nighttime routine that will focus on mental health and sleep.	July 01, 2030	July 05, 2030
Take probiotic supplements and vitamins regularly.	July 05, 2030	September 05, 2030
Do a 1 - 4 kilometer distance	July 05, 2030	September 05, 2030

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Monthly Smart Goals

Plenty of events can take place in a month. [Monthly smart goals](#) help you check your progress by the end of every month and decide on items to adjust and plans to change for the upcoming one. With this document, you will not lose track of your goal and can observe continuous progress in your action plan month by month.



Obstacle/Setback	Solution
Employee absenteeism	Implement disciplinary action
Poor work performance	Encourage employees to work harder or implement disciplinary action

TEMPLATE #01

Real Estate Smart Goals

To stay competitive in the real estate industry, you should have ambitious and inspiring goals to push you through. When writing your [real estate smart goals](#), you can assign numerical values to make them easily measurable. Real estate goals usually focus on improving transaction management, team collaboration, real estate marketing, customer relationship management, and schedule management.

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SMART GOAL STATEMENT

A4 Size
Letter Size

Doe Properties

info@doeproperties.mall, 222 555 7777
514 Fincham Road, El Cajon, CA 92020

Real Estate SMART Goals

Date: September 24, 2031

Written by: Mark Quin

GOAL: Increase company sales

SPECIFIC	The company aims to increase its current sales by 10%.
MEASURABLE	The company will adjust new weekly, monthly, and quarterly sales quotas for agents to achieve.
ACHIEVABLE	The company will conduct knowledge-sharing sessions and refreshers to help agents with their new sales quotas.
RELEVANT	The company has to increase its sales by 10% so it can fund new projects.
TIME-BOUND	The company has to achieve 4% sales increase by the end of the year and a 10% increase by March 24, 2032.

ACTION PLAN TO ACHIEVE SMART GOAL

To Do/Task	Start Date	Target Date
Finalize new sales quota	September 30, 2031	October 3, 2031
Prepare training material	October 4, 2031	October 5, 2031

Opportunities	Achievements
Skill enhancement through training	Job upscaling
Sales analysis	Identify areas to improve

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Achievable Smart Goals

One of the most crucial things to consider when listing your goals is making sure it is achievable for you within the given period. Given that you have better insight regarding your capabilities and available resources, you should craft [achievable smart goals](#) with them in mind. As you progress with your processes and changes inevitably happen, ensure to incorporate more flexibility in setting your smart goals.

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SMART GOAL STATEMENT

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2031 Achievable Fitness SMART Goal

Date: August 23, 2031

Written by: Madeline Elliot

Goal	I need to reduce my body weight to a healthier and more desirable state.
Specific	I should reduce body weight by at least 20 lbs. before the big neighborhood marathon this October
Measurable	I will weigh myself daily on my bathroom scale and track my progress by taking notes in a journal.
Achievable	I will perform my cardio exercises daily, limit the carb intake in my meals, and increase the fiber in my diet.
Relevant	I need to reduce body weight to improve my performance in an upcoming neighborhood marathon event this October.
Time - Bound	I need to lose at least 8 lbs. by September 23, 2031, and a total of 20 lbs. by October 23, 2031.

SMART Goal	I need to reduce body weight by 20 lbs. by October 23, 2031, via daily exercise routines, low carb consumption, and a fiber-rich diet.
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Possible Obstacle	Possible Solution
I tend to binge on snack foods during movie nights with friends on the weekends.	I should ask my friends to remind me about my weight-loss goal and keep me from eating too many snacks.
I easily lose interest or eventually lose motivation in my plans.	I need to ask friends and family to encourage me to stick to my weight-loss endeavor.
I'm very forgetful when it comes to scheduled tasks and routines.	I need to set daily alarms on my phone and alarm clock remember to do my fitness routines.

Management Smart Goals

When managing a team or a project, there is a long list of things you should go over and goals you should achieve, and mostly it requires you to adhere to a strict deadline or budget. With the importance of your task, missing tasks and misplacing your priorities can cost you and impact the overall quality of your management operations. That said, create your [management smart goals](#) today and be a more effective manager.

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LIFE MANAGEMENT SMART GOALS

A4 Size
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Life Management SMART Goals

Date: December 01, 2049
Written by: Ben Chilton

Goal: Improve relationships and career growth.

Specific	Measurable	Achievable	Relevant	Time-Bound
I will spend more time with my family and aim to get promoted as sales manager by improving my time management skills.	I will work on my time management skills starting December 02, 2049.	I will work efficiently for five days a week and spend my weekends eating dinner and watching movies with my family.	I will enhance my relationship with my family and get promoted as sales manager to accomplish my life goals.	I will improve my relationships and career growth by January 15, 2050.

ACTION PLAN TO ACHIEVE SMART GOAL

To-Do/Task	Start Date	Target Date
Improve time management skills	December 02, 2049	January 15, 2050
Find movies to watch during weekends with the family	December 02, 2049	January 15, 2050

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Digital Smart Goals

In this digital era, more and more businesses have started shifting to digital and online applications and platforms to digitize and automate processes, and having goals in place improves organization. [Digital smart goals](#) make your plans more targeted and data-driven. Effectively establish your online presence and build your network with fool-proof digital smart goals.

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DIGITAL SMART GOAL

A4 Size
Letter Size

TeknoGeek
patrick@teknogeek.com, 212 555 7777
4462 Skips Lane, Snowflake, Arizona 85937

DIGITAL GOAL PLANNING

Date: March 11, 2030
Written by: Mr. Patrick Eros

Goal: Improve the company's social media visibility

Specific	Measurable	Achievable	Relevant	Time-Bound
Assign two social media analytics to monitor the group's online performance daily.	Gain at least three million followers on Facebook by the end of December 2035.	Promote the company's brand online by posting videos, photos, and gifs relevant to its services on Facebook at least twice a week.	The company's social media visibility will garner potential customers and will generate a new avenue of advertising.	Increase the company's number of followers on Facebook at least by 5% each month until the end of December 2035.

ACTION PLAN TO ACHIEVE SMART GOAL

To-Do/Task	Start Date	Target Date
Prepare a timeline for the digital marketing events of the company	March 12, 2030	April 09, 2030
Hire two social media analytics	April 08, 2030	April 13, 2030

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Annual Smart Goals

Whether it is improving your lifestyle or diet or aiming to improve financial management, they are examples of goals you can list in your [annual smart goals](#). Annual goals still count as short-term goals, so when setting your yearly goals, ensure they are achievable or that you can produce results within twelve months. With this tool, you can measure performance and track your success.

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SMART GOAL STATEMENT

A4 Size
Letter Size

SMART Financial Planning
smarttutorials.com | 222 555 7777
1512 Wetzel Lane, Petoskey, Michigan 49770

Annual SMART Goals

Date: January 1, 2040
Written by: Jake Holl

GOAL: Invest in real estate.

Specific	Measurable	Achievable	Relevant	Time-Bound
Purchase a studio-type condo unit within 1 year.	Save one \$120,000.00 for the down payment of the unit.	Save \$20,000.00 each month for 6 months.	Apply and be approved for a bank loan for the remaining payment of \$150,000.00.	Pay the down payment within 3 months and the bank loan for the rest of the year.

ACTION PLAN TO ACHIEVE SMART GOAL

To Do/Task	Start Date	Target Date
Create a budget plan and apply for a loan	January 01, 2040	January 10, 2040
Pay for the loan.	July 01, 2040	December 31, 2040

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Smart Goals Uses, Purpose, Importance

Whichever task you set out to do, before generating your plans and strategy, setting your goals should come first. This step is the most crucial step to ensure you have the necessary knowledge and guide you throughout the twist and turns of the process. Also, directing your focus on your goals allows you to adapt and overcome further obstacles and challenges.

Efficient Planning Process

Generating a clear picture of your expected outcomes in your mind will help determine the actions to take and the flow to follow. With this method, you no longer need to spend a long time brainstorming and filtering ideas. Setting goals is a crucial part to make your plans centered on data.

Increases Motivation

Knowing what you want to achieve pushes you to take action to get closer to them. You can find an increase in your motivation with smart goals. Also, it gives you a sense of purpose and a reason to deliver tasks and undergo processes.

Anchors the Direction of Strategy

Having smart goals directs your route to help you achieve more while optimizing the usage of resources. It also eliminates possibilities for friction and conflicts within teams. Additionally, it ensures your team is heading towards similar goals.

Helps With OKR

OKR is a goal-setting framework that works well with the practice of setting smart goals. When applying this method, you can ensure your initiatives are more effective and that your key results are measurable for achieving your objectives. It also makes it easier to map your progress and make changes.

Sets Priorities

When you lose focus and misplace your priorities, it can negatively affect your productivity and overall performance. With smart goals in mind, you can determine the most urgent and high-value tasks. Furthermore, it focuses your resources on accomplishing essential activities.

What's in a Smart Goal? Parts?

Specific

In this part of your document, you will clarify and narrow down your goals. To make them specific, you should answer the questions of what, why, where, and who.

Measurable

To ensure your goals are measurable, you should determine how you will measure your progress and the indicators of success for every goal. Including numerical values, such as a particular date or time frame and a percentage, will help you simplify the process of goal tracking.

Achievable

In the “A” or achievable component of your smart goals, you should provide information or explanation to prove that your goals are realistic. You can include historical data on what you have achieved so far or highlight your skills and capabilities for carrying out your goals.

Relevant

Your goals should align with the values you stand for and the long-term goals. You will discuss how your goals meet your needs and contribute to overall growth and success.

Timely

After considering the possible factors and analyzing data, you should pinpoint a date or a period regarding when you can achieve the goals listed in your document.

Smart Goal Anatomy

1

2031 Student SMART Goal

GOAL: I want to improve my overall performance in school.

SPECIFIC	I will gradually improve my academic performance and achieve at least a B+ average grade.
MEASURABLE	I will set various group study appointments and keep a record of my exam scores.
ACHIEVABLE	I will improve my study habits and set weekend study sessions to achieve a better grade average.
RELEVANT	I will achieve at least a B+ grade to grow beyond my average grade from the previous academic year.
TIME-BOUND	I will maintain a B grade by January 17, 2032, and then achieve a B+ grade by May 28, 2032.

ACTION PLAN TO ACHIEVE SMART GOAL

To Do	Start Date	Target Date
Weekend Group Study	August 28, 2031	August 29, 2031
Group work for school science fair contest	September 3, 2031	September 9, 2031
Weekend Group Study	September 18, 2031	September 19, 2031
Weekend Group Study	September 25, 2031	September 26, 2031
Preparations for the school talent show	October 1, 2031	October 14, 2031
Weekend Group Study	October 23, 2031	October 24, 2031
Weekend Group Study	November 13, 2031	November 14, 2031
Weekend Group Study	November 27, 2031	November 28, 2031

Specific

Achievable

Timely

Measurable

Relevant

How to Design Smart Goals?

1. Choose the [smart goal size](#).
2. Identify the purpose of your smart goals.
3. Select a [smart goals template](#).
4. Follow the smart criteria.
5. Design your layout and utilize graphic elements.
6. Check for accuracy and download your smart goals.

How to Design a Smart Goal?

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Smart Goals vs. Smart Objectives

Smart goals are results and outcomes you aim to achieve at the end of a project, activity, or a set time period.

Smart objectives are steps and actions you should take for the purpose of realizing overall goals, and they usually take a shorter time to complete.

What's the Difference Between Smart Goals, Goals, and OKR?

Smart goals require individuals to evaluate and provide information to ensure the items are specific, measurable, achievable, relevant, and time-bound.

Goals are outcomes you desire to achieve when completing a process or a project.

OKR is a framework that involves writing objectives and listing key results for each of them to measure progress.

Smart Goals Sizes

When printing or creating your smart goals using digital platforms, there are go-to [smart goal sizes](#) you can use for less complications and smoother processing. These sizes are the US letter paper size which is 8.5 × 11 inches and the A4 size with the dimensions of 8.3 × 11.7 inches.

Smart Goal Sizes	
Types of Smart Goals	Size (in)
Letter	8.5 × 11
A4	8.3 × 11.7

Smart Goals Ideas & Examples

You can create smart goals and customize them depending on the task you are about to do and its scope. That said, get familiar with the varying [smart goals ideas](#) and examples and gain the knowledge to personalize yours to fit your needs.

- Smart Goals Ideas and Examples
- Family Smart Goals Ideas and Examples
- Quarterly Smart Goals Ideas and Examples
- Teamwork Smart Goals Ideas and Examples
- Freelancer Smart Goals Ideas and Examples
- Customer Service Smart Goals Ideas and Examples
- Exercise Smart Goals Ideas and Examples
- Mental Health Smart Goals Ideas and Examples
- Departmental Smart Goals Ideas and Examples
- Weekly Smart Goals Ideas and Examples
- Short-Term Smart Goals Ideas and Examples
- Routine Smart Goals Ideas and Examples

FAQs

What do smart goals stand for?

Smart goals stand for specific, measurable, attainable, relevant, and time-bound outcomes you aim to achieve.

What are some good smart goals for work?

Some examples of smart goals you can set for your work include improving time management, keeping track of finances, gaining new and improving existing professional skills relevant to your career, overcoming challenges, and enhancing performance.

How to set smart goals?

When you set smart goals, you should specify and clarify your goals, determine goal metrics, ensure they are achievable and relevant and give an exact date or duration for achieving the goals listed.

How to set your smart marketing goals?

When setting smart goals for your business marketing strategy, you should narrow down your goal, identify KPIs, analyze historical and predictive data to ensure attainability and relevance, and set a time frame.

How do you write smart goals for project management?

Incorporate the smart (specific, measurable, attainable, relevant, and timely) criteria for your project goals, undergo a problem-solving process, and communicate them with your team.

What is a realistic smart goal?

You can consider your smart goal to be realistic if you can deliver and complete it with your skills and capabilities and the resources you currently have.

What is a smart goal for physical activity?

Taking the time to take a walk during a specific time daily, doing a 30-minute exercise thrice a week, and performing a 5-minute stretching in the morning are some examples of smart goals for physical activity.

How do smart goals help students?

Teachers provide students with smart goals worksheets or assign them to create one to provide direction, encourage action, and enhance time management for more efficiency with academic activities and improve the learning experience.

How do you set and accomplish smart fitness goals?

When you write your fitness goals, you need to be specific with the number of calories you are aiming to burn for the week/day/month, determine the amount of workout appropriate for you, and identify how long it will take for you to achieve your desired body type, weight, or condition.

How do you set smart goals for your team and implement them?

When setting smart goals for the team, you need to involve and engage your members throughout the goal-setting process and identify together if your goals are specific, measurable, achievable, relevant, and time-bound and make adjustments or changes accordingly.

What is a relevant goal?

Relevant goals are those that align with the long-term goals and values and enhance organizational effectiveness to boost growth and put a seal on success.