

SMART Objectives



Specific

What are we going to do for whom?



Measurable

Is it quantifiable and can we measure it?



Achievable

Can we get it done within the time frame and with the resources we have?



Relevant

Will this objective have an effect on the desired goal or strategy?



Time bound

When will this be accomplished?

BUSINESS OBJECTIVE:

By year end, improve employee engagement index by 5 percentage points from 60% to 65%, as measured by the engagement survey.

COMMUNICATION OBJECTIVE:

By November 30th, ensure that at least 70% of employees understand the new pay package, as measured by an employee survey conducted in the week following the completion of the communication program on November 5th. The support or satisfaction rate could be measured on a 5-point Likert scale.

OVER ▶

Source: Kean University

SMART Template



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To develop **SMART** objectives, use the template below and fill in the blanks:

By _____ / _____ / _____,
[WHEN – Time bound]

[WHO/WHAT – Specific and Relevant]

From
[TO WHAT END; baseline from communication research and analysis – Measurable]

To
[TO WHAT END; achievable number/rate/percentage of change from the baseline – Measurable]

Source: Kean University