



## How to develop a S.M.A.R.T. Goal



**Specific:** What, specifically, must we accomplish?

**Measurable:** How will we know when it is accomplished? What will the activity or outcome look like?

**Achievable:** Have we aimed too high or not high enough? Have we discussed and agreed upon the goal with the right people? Do we have the needed resources?

**Relevant:** Does it align with the goals of the organization and the needs of the people?

**Time-bound:** When does it need to be done by? When will it be most helpful to our business strategy?

### **S.M.A.R.T. Goal Formula:**

By \_\_\_\_\_, \_\_\_\_\_ will \_\_\_\_\_ as evidenced by  
(when) (who) (what, where, specifics)

\_\_\_\_\_  
(how you will know)

## Action Plan Examples

Goal	Initiative/ Program	Activities	Measures/ Data	Outcome Indicator	Timeline
<b>Increase awareness of new goals and policies</b>	Awareness campaign	<ul style="list-style-type: none"> <li>• Pamphlets</li> <li>• Posters</li> <li>• Newsletter bulletin</li> <li>• Website update</li> <li>• Town hall meeting</li> </ul>	<ul style="list-style-type: none"> <li>• # posters</li> <li>• # flyers distributed</li> </ul>	% increase awareness survey	“By the end of X month (monthly)”
<b>Reduce benefit expense</b>	Cardio-vascular health program	<ul style="list-style-type: none"> <li>• Free on-site health screenings</li> <li>• Walking meetings</li> <li>• Heart-healthy walkathon</li> </ul>	<ul style="list-style-type: none"> <li>• # employees participating</li> <li>• Identify ‘at risk’ participants</li> </ul>	Cost savings in employee benefit utilization	By the end of X year (annually).
<b>Improve employee health behaviours</b>	Snack Smart at Work Campaign	<ul style="list-style-type: none"> <li>• Offer healthy snacks in the cafeteria and vending machines</li> <li>• Offer healthy snacks in meetings</li> <li>• Awareness campaign on healthy snacking at work</li> </ul>	<ul style="list-style-type: none"> <li>• \$ spent on unhealthy snacks before and healthy snacks after (Vending machines)</li> <li>• Self-reported survey on snacking at work habits</li> </ul>	% of employees reporting better snacking habits at work.	Quarterly