



HOW TO DEVELOP A S.M.A.R.T. GOAL

S.M.A.R.T.

- **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
(when) (who)

_____ as evidenced by
(what, where, specifics)

_____ (how you will know)



ACTION PLAN EXAMPLES

Goal	Initiative/ Program	Activities	Measures/ Data	Outcome Indicator	Timeline
Increase awareness of new goals and policies	Awareness campaign	Pamphlets Posters Newsletter bulletin Website update Town hall meeting	# posters # flyers distributed	% increase awareness survey	"By the end of X month (monthly)"
Reduce benefit expense	Cardio-vascular health program	Free on-site health screenings Walking meetings Heart-healthy walkathon	# employees participating Identify 'at risk' participants	Cost savings in employee benefit utilization	By the end of X year (annually).
Improve employee health behaviours	Snack Smart at Work Campaign	Offer healthy snacks in the cafeteria and vending machines Offer healthy snacks in meetings Awareness campaign on healthy snacking at work	\$ spent on unhealthy snacks before and healthy snacks after (Vending machines) Self-reported survey on snacking at work habits	% of employees reporting better snacking habits at work.	Quarterly



ACTION PLAN TEMPLATE

Goal	Initiative/ Program	Activities	Measures/ Data	Outcome Indicators	Timeline