

Designing SMART Goals

Use this worksheet to create your SMART goals. First, answer the question for every step of the goal. At the end write down your goal as a sentence. Remember that you have to create a goal to be achieved in 12 months, and then think about how to achieve it in two phases or previous steps: at 6 months and at 3 months. Repeat this exercise until you have your three goals ready to be transcribed and uploaded to your Business Plan.

Goal in 12 months		
S= Specific	What exactly do I want to happen? What is the result I want to see in 12 months?	
M= Measurable	I will know I have reached my goal when... Think of clear indicators of success.	
A = Achievable and Attainable	What do you need to do to reach this goal by the deadline?	
R= Relevant and Realistic	Does this seem worthwhile? Is this the right time? Does this match your other efforts/needs? Am I the right person to reach this goal?	
T = Time-bounded	I will reach my goal by...	

Write your SMART goal answering the questions Who, What, When, How, and Why.

Example:

The Sneakers Company will increase 30% of the sales of the model XYZ by June 30th 2020. Therefore, we will have a new TV and radio commercial every three months to target customers between 20-25 years old, and support our distribution network with training.

Write yours:



Goal in 6 months		
S= Specific	What exactly do I want to happen? What is the result I want to see in 6 months?	
M= Measurable	I will know I have reached my goal when... Think of clear indicators of success.	
A = Achievable and Attainable	What do you need to do to reach this goal by the deadline?	
R= Relevant and Realistic	Does this seem worthwhile? Is this the right time? Does this match our other efforts/needs? Am I the right person to reach this goal?	
T = Time-bounded	I will reach my goal by...	

Write your SMART goal answering the questions Who, What, When, How, and Why.

Example:

The Sneakers Company will increase 30% of the sales of the model XYZ by June 30th 2020. Therefore, we will have a new TV and radio commercial every three months to target customers between 20-25 years old, and support our distribution network with training.

Write yours:



Goal in 3 months		
S= Specific	What exactly do I want to happen? What is the result I want to see in 3 months?	
M= Measurable	I will know I have reached my goal when... Think of clear indicators of success.	
A = Achievable and Attainable	What do you need to do to reach this goal by the deadline?	
R= Relevant and Realistic	Does this seem worthwhile? Is this the right time? Does this match our other efforts/needs? Am I the right person to reach this goal?	
T = Time-bounded	I will reach my goal by...	

Write your SMART goal answering the questions Who, What, When, How, and Why.

Example:

The Sneakers Company will increase 30% of the sales of the model XYZ by June 30th 2020. Therefore, we will have a new TV and radio commercial every three months to target customers between 20-25 years old, and support our distribution network with training.

Write yours:

