

The SMART Goal Setting Framework

Why Our Team is Using the SMART Framework

Add context on how this framework will help your team set better goals and achieve more.

Context: Company Goals and Objectives

Add info about the broader goals or objectives that the whole company has set. Ideally, a department or functional team's goals will roll up into the larger company goals.

Goal 1

Add detail here about a goal you're trying to achieve, then flesh out the sections below to ensure your goal aligns with the SMART framework.

Specific Area of Focus

Add detail about the goal you're trying to accomplish and what it looks in practice. How will you know if you've succeeded or failed? Is there a specific metric or milestone you can pinpoint as a reference point? Is there a certain area you're focused on over others? The more specific you can get, the better.

Measurement of Success

Assuming you've pinpointed a specific metric above, what's the number you're trying to achieve? For instance, this could be a product usage metric, revenue target, customer support response time, or product uptime. If your goal is harder to quantify, include as much detail as possible about how you'll attempt to measure if the goal was achieved.

Directly Responsible Individual

Who is the person (or group) that's responsible for this goal? You can choose to specify the person who will be performing the actual work or the leader who's responsible for making sure the team achieves the goal. Regardless, clarify who's running point on the goal and who has final say over questions that arise along the way.

Probability of Success and Related Risk Factors

Ideally, your team sets goals that are realistic but also challenge them to work harder. No one like to face an impossible goal; at the same time, setting goals that are too easy means people might not push themselves or try new things. Consider aiming for goals that feel like they have a 50% likelihood of success. If there are risks that could stand in the way of reaching your goal, identify them here.

Time Period

Add detail here on the time period you're focusing on. Is this a quarterly goal? A goal you want to achieve by the end of the month? You might need to include detail on when you expect to finish the work, as well as when you can expect to be able to measure its success.

Goal X (replicate the section above for additional goals)