

How to Create SMART OBJECTIVES

Example – 1-

Specific:	I'd like to write a novel.
Measurable:	I want to write at least 2,000 words a day for three months.
Attainable	I'm retired now, so I have more time to dedicate to this project. In other words, it is agreed upon that I must make use of my time.
Relevant:	Reading and writing have always been a passion of mine.
Time-bound:	I'll start writing in the first week of July and finish my first draft by December.

Example – 2 -

Specific:	I will increase the sales in my branch.
Measurable:	I will double the number of loyal customers to the branch.
Attainable	I will have an agreement with the higher administration about achieving this goal.
Relevant:	I will develop a plan of attracting more customers.
Time-bound:	I'll achieve my target by the end of this year.

Now create your own SMART Objective

Specific:	
Measurable:	
Attainable	
Relevant:	
Time-bound:	