



**FARM** Academy  
أكاديمية المزرعة

# SMART Objectives

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# SMART Objectives

**At the end of the Course, you will be able to learn:**

**A. What are SMART Objectives?**

**B. How to Create Smart Objectives?**



# The Importance of Setting Objectives

## Goals and Objectives

As a team, you need to achieve objectives to prosper.

- *Setting objectives and goals* can allow your team to determine what really matters in the end. These team goals will motivate members to do their best for the good of all.

## Goal Setting



# The Importance of Setting Objectives

## □ Goals and Objectives

- *Goal-setting* is an important component of employee motivation. Setting and achieving goals keep employees looking forward to new accomplishments and rewards, pushing their performance to ever-increasing heights.

## Goal Setting



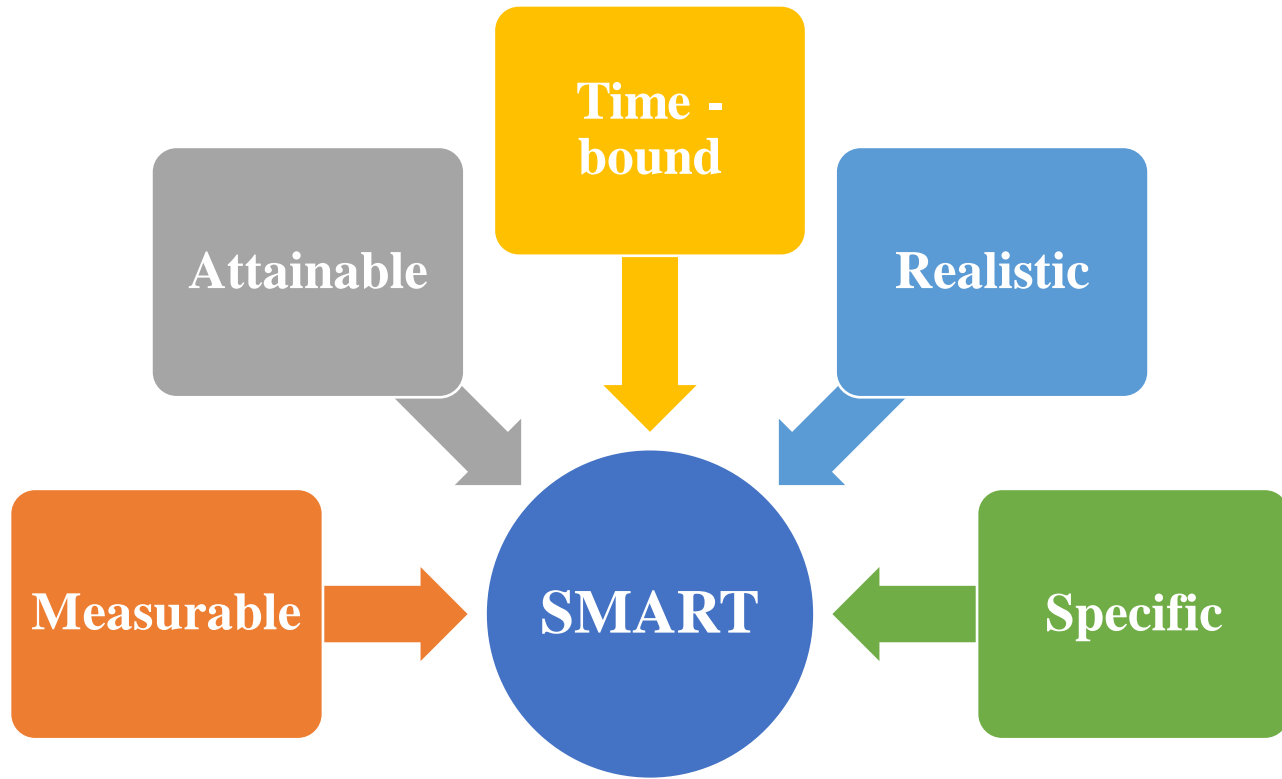
# The Importance of Setting Objectives

## Goals and Objectives for Working as a Team

The best goals include each of five vital components

### SMART GOALS





# SMART Objectives

**S**

**Specific**

**Do:** Set real numbers with real deadlines.

**Don't:** Say, "I want more visitors."

**M**

**Measurable**

**Do:** Make sure your goal is trackable.

**Don't:** Hide behind buzzwords like, "brand engagement," or, "social influence."

**A**

**Attainable**

**Do:** Work towards a goal that is challenging, but possible.

**Don't:** Try to take over the world in one night.

**R**

**Realistic**

**Do:** Be honest with yourself- you know what you and your team are capable of.

**Don't:** Forget any hurdles you may have to overcome.

**T**

**Time-bound**

**Do:** Give yourself a deadline.

**Don't:** Keep pushing towards a goal you might hit, "some day."



# SMART Objectives

*Goal-setting* is an important component of employee motivation.

Goal Setting



# SMART Objectives

Setting and achieving goals keeps employees looking forward to new accomplishments and rewards, pushing their performance to ever-increasing heights.

Goal Setting



# SMART Objectives

## SPECIFIC

**Specific objectives** target a particular area for improvement

Goal Setting



# SMART Objectives

## MEASURABLE

**Measurable goals** are defined in such a way that allows *concrete and objective assessment* to see if the goal has been attained or not.

### Goal Setting



# SMART Objectives

## ATTAINABLE AGREED

**Attainable or Agreed** objectives are those that require a stretch from group members but are still within the group's reach. It should be agreed upon by all members.

### Goal Setting



# SMART Objectives

## REALISTIC

**Relevant or realistic objectives** are perceived to be within the ability and responsibility of the group.

## Goal Setting



# SMART Objectives

## TIME - BOUND

Goals need to be *time-oriented*.

Goals need to be linked to a schedule and have time limits.

## Goal Setting



## Example 1

# SMART Objectives

**S = Specific**

“I want to get better at typing.”





# SMART Objectives

**S = Specific**

“I want to *increase my typing speed.*”



# SMART Objectives

## MEASURABLE

“I want to *increase my typing speed.*”



# SMART Objectives

## MEASURABLE

“I want to *increase* my *typing speed* from 50 words per minute to 100 words per minute.



# SMART Objectives

## ATTAINABLE / AGREED

“I want to increase my typing speed from 50 words per minute to 100 words per minute.”

Goal Setting



# SMART Objectives

## ATTAINABLE / AGREED

“I want to increase my typing speed from 50 words per minute to 65 words per minute.”

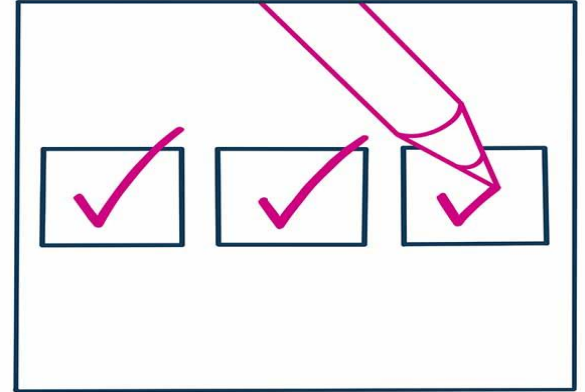
Goal Setting



# SMART Objectives

## REALISTIC

**“I want to increase my typing speed from 50 words per minute to 65 words per minute.**



# SMART Objectives

## REALISTIC

“I want to increase my typing speed from 50 words per minute to 65 words per minute *according to a plan.*’

### *Plan*

- 1. I will set aside 15 minutes every day to practice my typing.*
- 2. Take timed speed tests.*



# SMART Objectives

## Time – Bound

“I want to increase my typing speed to reach 65 words per minute according to a plan.”





# SMART Objectives

## Time – Bound

**“I want to increase my typing speed to reach 65 words per minute within 90 days.”**



# SMART Objectives

**“I would like to increase my typing speed from 50 words per minute to 65 words per minute, so I will set aside 15 minutes every day to practice my typing and take timed speed tests. This can be carried out within 3 months”**



## Example 2

# SMART Objectives

## SPECIFIC

*“Raise math scores”*

This objective targets a particular area of improvement, but it cannot be measured.



# SMART Objectives

## MEASURABLE

For example,

*“Raise math scores by more than 10% from last year’s level”*

This objective allows for direct and ongoing evaluation of the objective.



# SMART Objectives

## ATTAINABLE AGREED

*Ambitious goals* are those that may fail to challenge and engage a group.



Objectives should be agreed upon with the higher administration.



# SMART Objectives

## REALISTIC

For example,

An educational team would not be given a profit goal because they are not responsible for budgets.



# SMART Objectives

## TIME - BOUND

Objectives need to be *time-oriented*.

*Objectives* need to be linked to a schedule and have time limits.



# SMART Objectives

In the case of the educational team, the objective might be that *“during the fall semester of the current year, attendance will improve by 10% over the fall attendance of the previous year.”*





# SMART Objectives

Realistic

In the case of the character – education team, the goal might be that *“during the fall semester of the current year, attendance will improve by 10% over the fall attendance of the previous year.”*

Specific

Attainable

Time-bound

Measurable



# Activity– SMART OBJECTIVES

**General Objective: Raising the competency of branch employees**



**THANK**

**-YOU-**

