



FARM Academy
أكاديمية المزرعة

Smart Objectives

Course Title: 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

Goal Setting



Goals and Objectives for Working as a Team

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.



The Importance of Setting Objectives

Goal Setting



- **Goals and Objectives for Working as a Team**

- *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.



The Importance of Setting Objectives

SMART GOALS

Goals and Objectives for Working as a Team

The best goals include each of five vital components; great employee goals are



Specific Measurable Attainable Relevant Time-bound

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

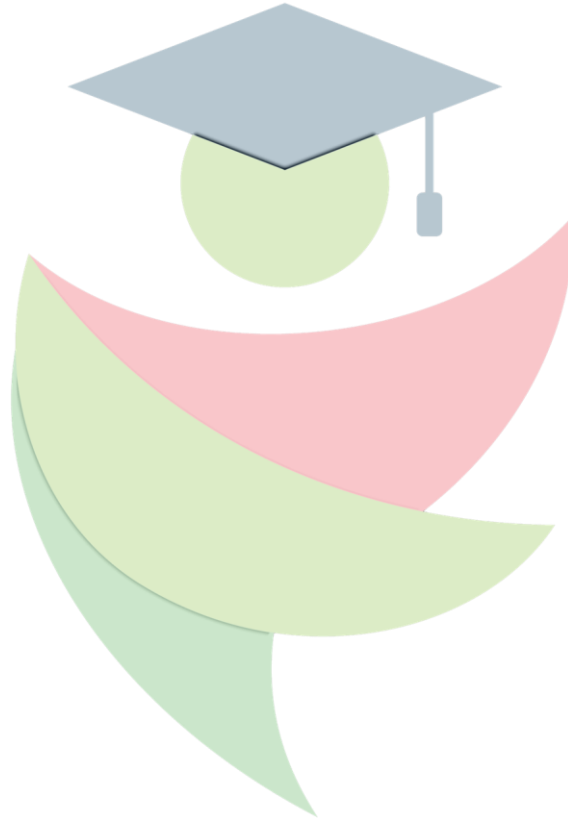
Time-bound

Do: Give yourself a deadline.

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

SMART Objectives

Goal Setting



Goal-setting is an important component of employee motivation.

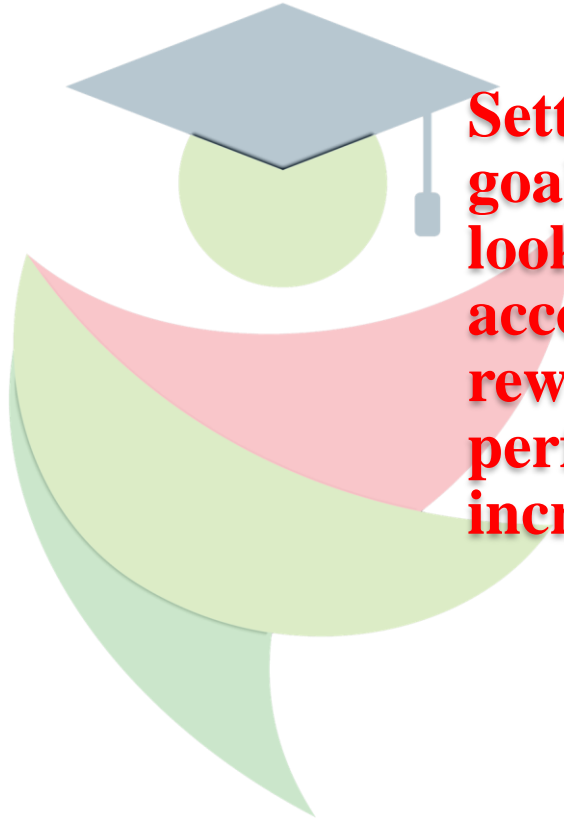


SMART Objectives

Goal Setting



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



SMART Objectives

SPECIFIC

Goal Setting



Specific objectives target a particular area for improvement

SMART Objectives

MEASURABLE

Goal Setting



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

SMART Objectives

Goal Setting



**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 team members.

SMART Objectives

REALISTIC

Goal Setting



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



SMART Objectives

Goal Setting



TIME - BOUND

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

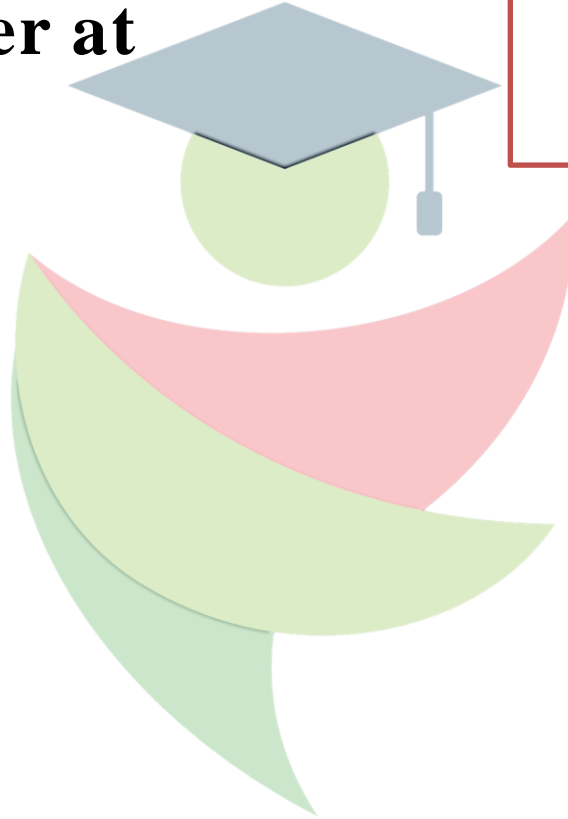


Example 1

SMART Objectives

“I want to get better at typing.”

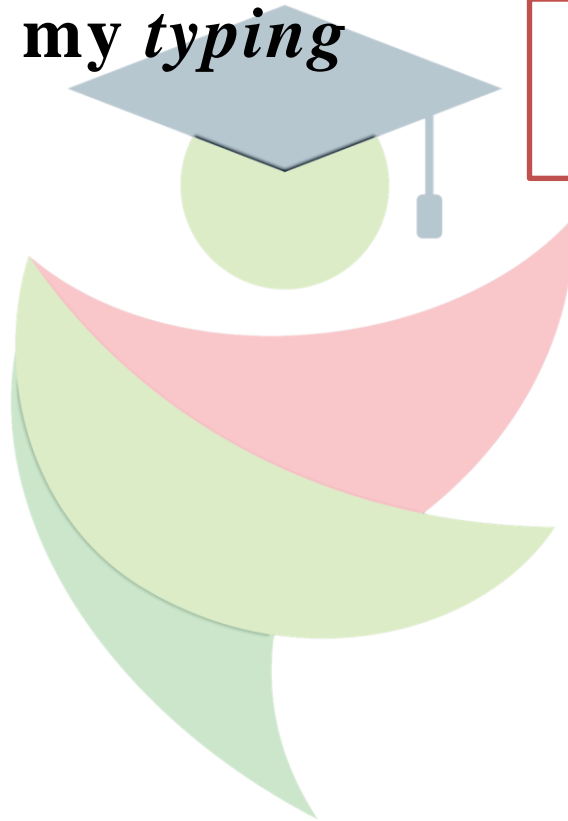
S = Specific



SMART Objectives

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

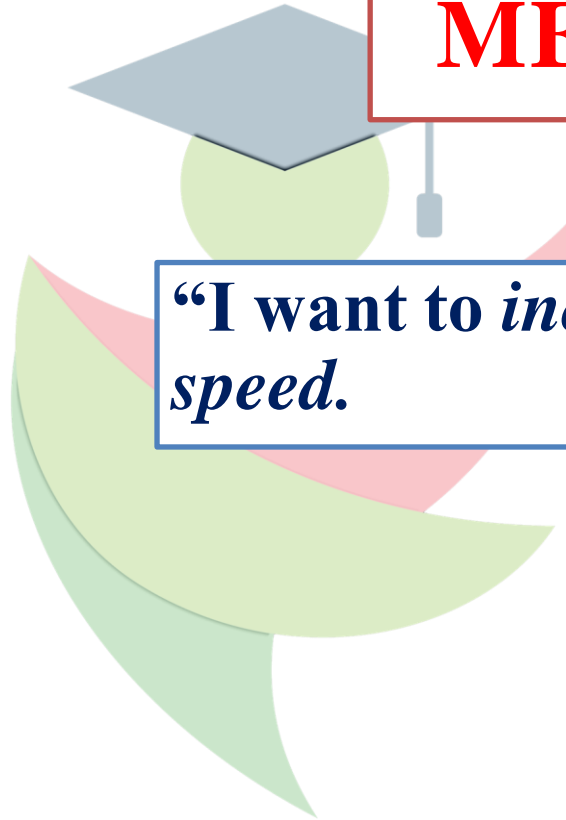
S = Specific



SMART Objectives

MEASURABLE

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



SMART Objectives

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

MEASURABLE



SMART Objectives

Goal Setting



ATTAINABLE / AGREED

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



SMART Objectives

Goal Setting

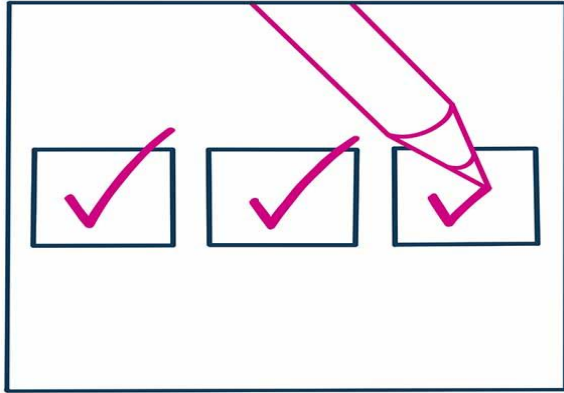


ATTAINABLE / AGREED

“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.”



SMART Objectives

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

REALISTIC

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”

**SMART
OBJECTIVE**



Example 2

SMART Objectives

SPECIFIC



For example,

- ***“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 and expenses.



SMART Objectives



TIME - BOUND

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



SMART Objectives



SMART OBJECTIVE

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-

