



SMART GOAL SETTING

Guideline for Setting Effective KPIs - SMART Technique



SPECIFIC:

A specific goal has a much greater chance of being accomplished than a general goal. Goals should be simplistically written and clearly define what you are going to do.

To set *specific* goal you must answer the six “**W**” questions:

- *Who: Who is involved?
- *What: What do I want to accomplish?
- *Where: Identify a location.
- *When: Establish a time frame.
- *Which: Identify requirements and constraints.
- *Why: Specific reasons, purpose or benefits of accomplishing the goal.

EXAMPLE: A general goal would be, “Get in shape.” **(BAD GOAL)**

But ,

A *specific* goal would say, “Join a health club and workout 3 days a week.” **(GOOD GOAL)**

OBSERVATION: The above goal has a specific action and also a specific timeframe for doing the activity

MEASURABLE :

Goals should be measurable so that you have tangible evidence that you have accomplished the goal. When you measure your progress, you stay on track, reach your target dates, and experience the excitement of achievement that incite you on to continued effort required to reach your goal.

To determine if your goal is measurable, ask questions such as.....

*How much? How many?

*How will I know when it is accomplished?

**EXAMPLE 1: A general goal would be, “launch the customer satisfaction survey for all stakeholders”
(BAD GOAL)**

But ,

**A *Measurable* goal would say, “Launch the customer satisfaction survey for all stakeholders twice year in June and Dec ”
(GOOD GOAL)**

OBSERVATION: The above goal is measurable in terms of frequency of the activity.

ATTAINABLE:

- Goals should be achievable; they should stretch you slightly so you feel challenged, but defined well enough so that you can achieve them. You must possess the appropriate knowledge, skills, and abilities needed to achieve the goal.
- You can attain most of any goal you set when you plan your steps wisely and establish a time frame that allows you to carry out those steps.

EXAMPLE: A general goal would be, “Empanelment of vendors for cab booking across 50 locations by Q1” (For an Admin executive who is an individual contributor) (Is the above Attainable??)

Revisited as below

“Empanelment of 2 vendors for cab booking across 50 location of company by end of Q3” (Possibly an Attainable Goal)

OBSERVATION: In the above given example, the former goal has a timeframe of Q1 which might be too short keeping challenges and complexities involved resulting in non-attainment of the goal. Hence the same is re-crafted in the latter.

RELEVANT:

- To be relevant, a goal must represent an objective toward which you are both *willing* and *able* to work.
- The goal must be relevant to your role, work area, short/long term plans. It should also align with your department goals, helping the organization achieve its end objective.

EXAMPLE FOR A SALES MANAGER: Acquisition of 5 new customers by Q2.

EXAMPLE FOR A QUALITY MANAGER: To reduce attrition by 30% by Dec'18

(ABOVE BOTH EXAMPLES SEEM TO BE IRRELEVANT GOALS)

OBSERVATION:

- ***For a sales manager, acquisition of new customers may not be relevant if the organization has a BD team, where it rightful should reside.***
- ***For a quality manager, attrition management, may not be a relevant goal. The same goal is more appropriate for ops manager or HR manager.***

TIME BOUND:

- A goal should be grounded within a time frame. With no time frame tied to it there's no sense of urgency.
- Hence, defining the time for closure of the task is a pre-requisite to S.M.A.R.T goals

EXAMPLE 1: To provide sales report to Senior management every month.

EXAMPLE 2: To attend communication skills workshop.

OBSERVATION: All the above examples are POORLY framed Goals as there is no timeline to achieve the same, and hence not time-bound

TIMEBOUND GOALS:

EXAMPLE 1: To provide sales report to Senior management every month by 5th.

EXAMPLE 2: To attend communication skills workshop by Q3.



**Thank
You!!!**

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