

Advantage NOTE 10 – SMART² (Squared) – Goals & Objectives

SMART² is an enhancement of the term SMART when applied to a goal or objective, in a SMART objective each letter has one meaning to guide in the definition of good/effective objective or goal statements. However it has been found that by enhancing it to where each letter has two guiding principles that stronger goals and objectives can be defined and written.

- **S**
 - **Specific** (*Clear, Definitive &,Precise*)
 - **Short** (*Brief & Concise*)
- **M**
 - **Measurable** (*Can be measured, a metric/target applied*)
 - **Meaningful** (*Symbolic, significant, relating to target value*)
- **A**
 - **Attainable** (*Can be achieved, realistic*)
 - **Assigned** (*Owned, identified as responsible*)
- **R**
 - **Relevant** (*Related, pertinent, connected*)
 - **Results based** (*Outcomes & Deliverables are clear*)
- **T**
 - **Time Bound** (*time associated with achievement*)
 - **Traceable** (*connected, tracking, association record*)

Unambiguous focus on purpose

Relevant indicator of progress

Owner confidence in successful outcome

Visible output with impact where intended

Contributes to top goals in timeline