

# S M A R T



## *Specific*

Clearly define your objectives and include specifics to help you reach them.



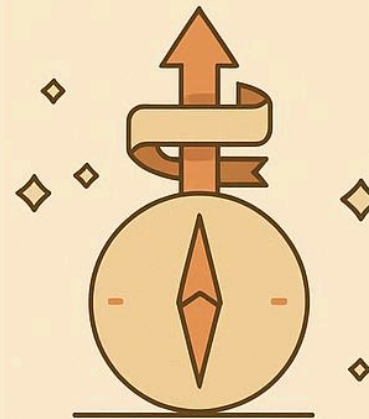
## *Measurable*

You need a means to measure your progress to know when you've reached the objective.



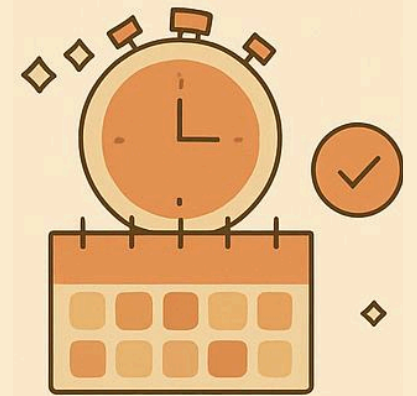
## *Achievable*

Given your available resources and limitations, the objective should be reasonable and reachable



## *Relevant*

Your target should be significant to you or your company and should fit in with larger goals



## *Time-bound*

Establish a deadline to instill a sense of urgency and guarantee that you focus on your objective