

Specific Measurable Achievable Relevant Time-based Action-driven Reviewable

SMARTAR

'SMARTAR' is a handy acronym (adapted from Peter Drucker's SMART) to ensure that you are setting goals that you and your team are likely to achieve.

<p>Specific Clear, no doubt about what the goal is .e.g. increase sales revenue by 10%</p>	
<p>Measurable How much? How many? How will I know?</p>	
<p>Achievable A stretch but still realistic; it's not impossible or extremely unlikely.</p>	
<p>Relevant Worthwhile, right timing, appropriate in the current situation?</p>	
<p>Time-based By when?</p>	
<p>Action-driven The physical what will be done, how and how often?</p>	
<p>Reviewable Track progress and revisit the action plan to ensure progress towards the goal along the way.</p>	