GOAL SETTING FOR

SMART ASSES

EFFECTIVE GOALS NEED TO BE:

**S**  SPECIFIC
  Write down exactly how the goal will be measured

**M**  MEASURABLE
  Check you can get the data and detect changes

**A**  ASSIGNABLE
  Put someone in charge of achieving each goal

**R**  REALISTIC
  Only choose goals your team have a chance of hitting

**T**  TIME-RELATED
  Give goals clear deadlines

**A**  ALIGNED
  Make sure all your goals tie into an overall strategy

**S**  STREAMLINED
  Avoid setting too many goals to keep focused

**E**  SCRUPULOUS
  Use health metrics to prevent unintended consequences

**S**  EVALUATED
  Review your goals regularly to check they're still relevant

**E**  SEEN
  Keep goals on everyone's radar, ideally with a dashboard

geckoboard