

SMART Goal Setting Worksheet

SMART = Specific, Measurable, Attainable, Relevant, Time-Based

Write down your business goal in the space below.

GOAL:

Use the questions below to determine if your business goal adheres to the SMART methodology. If your goal doesn't successfully fulfill each section, rewrite it in the space provided.

Is your goal specific?

A specific goal should clearly state what you want to accomplish, why it is an important goal, and how you intend to accomplish the goal.

Is your goal measurable?

A measurable goal should include a plan with targets and milestones that you can use to make sure you're moving in the right direction.

Is your goal attainable?

An attainable goal should be realistic and include a plan that breaks your overall goal down into smaller, manageable action steps that use the time and resources available to you within the timeline you've set.

Is your goal relevant?

A relevant goal should make sense when measured against your business model, mission statement, market, client base and industry.

Is your goal time-based?

A time-based goal is limited by a defined period of time and includes a specific timeline for each step of the process.

Provided by Alyssa Gregory, Small Business Information on About.com Goal

Sample Goal Tracking Document

Your Branch 2014- 2015 Goals (Updated xx-xx-xx)				
Goal Name – Goal description – Include what you’re going to do, how you’re going to measure it and when it will be done.				
Objectives	Action	Who	Date	Status
1. Task 1	How you’re going to do this	Who is responsible	When it’s due	Current status
2. Task 2	How you’re going to do this	Who is responsible	When it’s due	Current status
Example				
Backpack Project - continue this needs based program that supplies back packs filled with supplies required for school participation to 7th grade students in Mariposa Public Schools Provide 26 backpacks to the 7th grade Science teachers. Note: this type of project could be expanded to other populations such as women using homeless shelter, foster school children				
Objectives	Action	Who	Date	Status
1. Engage members by requesting that they purchase supplies to fill backpacks	Call for donations at Membership Brunch	Burney	6/1	Done
2. Engage members by hosting an event to fill them	Filling party - Woodland School	Burney	8/20	Done. 8/20
3. Deliver Back Packs		Burney	8/20	Done 8/20
4. Consider if this program can be expanded	Review as part of 2014 goals	Team	7/31/14	

Examples of Mission Statements

- Branch will promote education and equity for women and girls through visible involvement in public policy and the community.
- We are a national group of women who:
 - Value education.
 - Work to inspire lifelong learning in women of all ages
 - Send young girls to science and math camp
 - Teach women to manage their money
 - Sponsor community forums
 - Provide opportunities for women to reach their full potential

Examples of Vision Statements

- Branch will be recognized as the leading advocate for education and equity for women and girls
- Branch will be a model of a 21st Century woman's organization by – (fill in the blank)

SWOT Analysis

SWOT analysis is a structured planning method used to evaluate Strengths, Weaknesses, Opportunities and Threats involved in a project or business venture. You can use this tool as you create your goals and objectives.

- A scan of the organization at the 30,000 foot level.
- A holistic picture of the organization and its niche – matching the organization goals with the environment.
- Shows you the organization’s strengths and vulnerabilities.
- Gives us a filter against which to make decisions.

Internal	
Strengths are current conditions internal to our work that we can take advantage of to help us achieve our sustainability ambitions.	Weaknesses are obvious, or sometimes not so obvious, current conditions internal to our organization that will hinder our ambitions unless we develop a way to address, correct or avoid them.
External	
Opportunities are the factors that are current, but external to our program/ partnership that create an ideal climate to accomplish our ambitions.	Threats are the factors that are current, but external to our program/partnership that could get in our way of accomplishing our ambitions if we don’t have a plan for responding to them

SWOT Analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Do we have a deep, experienced, engaged Board of Directors? • What are our assets and which is strongest? • What differentiates us from others that provide similar services? • Do we have immensely talented people? • What unique resources do we have? • Do we have a sustainable competitive advantage? • Do we have specific expertise that others do not have? • What unique funding sources do we have? • Age of organization, Tenure of leadership? • Is it easy to donate or participate? • Do we have a Reputation? 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Are members engaged in our mission? • Do we have good participation in programs and projects? • Do members feel committed to the organization? • What areas do we need to improve on? • What necessary expertise do we lack? • In what areas do other non-profits have an edge? • Are we relying on one funding source too much? • Do we have a well of new ideas? • Is our mission overly broad? • Do we have a lack of education or experience • Are we short-staffed? • Do we have public awareness?
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • What external changes present interesting opportunities? • What trends might impact our services? • Is another non-profit providing services in an adjacent space that we can team up with? • Is there an unmet need/want that we can fulfill? • Are there trends emerging that we can profitably service? • Can we geographically expand our footprint? • Can we identify new funding sources? • Demographic trends • Influential connections? • Recent good press? 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Are we vulnerable to economic conditions that could impact our funding? • Is there an entity that may move into our space and offer the same or similar services? • Are our key staff satisfied in their work? Could they be poached by another non-profit or for profit organization? • Any recent bad press? • Demographic trends • Rising program costs?