

SMART Goals: A Manager's Quick Guide

Set clear expectations. Drive accountability. Support success.

Why SMART Goals Matter

1. Provide clarity and direction
2. Strengthen accountability
3. Align work with team and organizational priorities
4. Reduce ambiguity and performance drift



The SMART Framework

S — Specific

Clear, defined, and unambiguous

Ask: What exactly needs to be accomplished?

M — Measurable

Trackable with indicators or numbers

Ask: How will we measure success?

A — Achievable

Realistic based on time, skills, and resources

Ask: Is this doable with what we have?

R — Relevant

Aligns to team and organizational goals

Ask: Why does this matter?

T — Time-Bound

Has a deadline or timeframe

Ask: By when will this be completed?

Manager Best Practices

- Co-create with employees
- Review progress during 1:1s
- Adjust goals as priorities shift
- Recognize milestones and successes

Consistent SMART goals support clarity, alignment, and high performance.



SMART Goal Example:

"Increase HR survey response rates from 45% to 60% by December 15 by partnering with two departments each month to promote participation."