

SMART Goal Worksheet

Goals provide a clear destination. They're essential for keeping everyone aligned and on track.
A classic framework to write goals is the SMART method. Use the template and samples below to get started.

Team Member Name

GOAL WORKSHEET

Goal in Mind

(Write it in your own words.)

Specific

What is the target of your goal?

Measurable

How will you track progress and measure success?

Achievable

What steps will you take to reach your goal?

Relevant

How does the goal support the team or company?

Time-bound

When will you achieve the goal? Set a deadline.

Summarized SMART Goal

(Put it all together into one sentence, like the samples below.)

SAMPLE GOALS

CUSTOMER SERVICE: Reduce average call handling time 15% by attending efficiency training and implementing new call techniques in three months.

ENGINEERING: Improve product efficacy 20% by completing remaining test simulations by the end of the year.

FINANCE: Increase forecasting accuracy 10% by implementing one or more new software features within six months.

MANUFACTURING: Reduce machine downtime 10% by following standard operating procedures within the next two months.

MARKETING: Increase brand awareness by launching a social media campaign to boost customer engagement 15% within three months.

SALES: Increase sales 25% by closing 15 new deals by the end of the third quarter.

SOFTWARE IT: Decrease application load time 15% across all platforms by implementing one or more optimization guidelines within two months.