
Making Your Goals SMARTER

Revisit the strategic planning model. Then think about what pieces of work the Board needs to get really specific about? Remember to ‘chunk up’ from the goals or details to create the right level of goal.

Keep asking the question - ‘*what’ll be the outcome of that*’ and again - and again - then ‘how will this contribute to our vision and values?’. If you’ve reached ‘save the planet’ - you may have chunked up too far!

Goal _____

Answer these questions for each goal or chunk of work that the Board has to do.

S pecific	What will be happening when you have achieved this goal for your community? What’s the intention of this goal?
M easurable	What’s the success criteria? What will you/others/Board/community be seeing, hearing, what’ll be happening, and what’ll you/others be doing when it’s achieved?
A chievable	What will HELP you achieve this goal? What could HINDER your progress on this? (ID the risks, mitigation, contingency, monitoring and communications plans around this?) Who do you have to keep in the loop if you expect to miss a deadline?
R esourced	What resources: time, money, information, capital, people, equipment do you need to achieve this goal?
T ime-bound	In relation to the other pieces of work (goals) you have, what is the priority of this one? How will you manage the risk of putting a higher priority down the list? How will this be communicated to management?
E valuated	How and when will you evaluate the outcome of this accomplishment?
R einforced and rewarded	How will you reinforce and reward (management/board) for the achievement of this goal?

Source: McCann & Lane