

Smart Goals Worksheet

Setting smart goals is not always easy – with this worksheet/template, you'll be able to have a framework and understand what questions you need to ask yourself to set your SMART goals.

Main goal

- Find a simple way to describe what is the goal you want to set and what you'd like to achieve. Once you've done this, this will be your starting point to refine it below.

Specific

- How can you make your goal more specific? Is the wording clear?
- Do you need other people from your team or outside your team to work towards this goal?
- What are the specific tactics you will use to reach that goal?

Goal "I want to improve our SEO performance"

SMART goal "I want to bring 50% more organic traffic to the website by the end of 2024 by publishing 20 blogs per month."

Measurable

- How can you measure your goal's success?
- Do you have specific metrics you can follow to measure improvement and see if you've reached your target?

Goal "I want to make our customer experience better"

SMART goal "I want to improve our customer satisfaction results by tracking satisfaction results surveys and aim for a 20% improvement by the end of 2024."

Attainable

- Which resources are available right now?
- What progress have you made so far?
- Do you think you have the skills or can you acquire the skills? How long will that take?

Goal "I want to improve the company's revenue by 50% in 3 months."

SMART goal "I want to improve the company's revenue by 30% by the end of 2024 by improving our cold calling strategy with 2 additional hires."

Relevant

- What does the company want to achieve this year and in the future?
- Does your goal align with these perspectives?
- Do you feel like you can attach your goal to what the company wants to do?

Goal "I want to build a completely new feature to our product."

SMART goal "I want to improve an existing feature we already have to improve retention by 20% in the next 6 months."

Timely

- How much time do you have? How long will it take?
- What's the urgency on this?
- Does the company expect results quickly?

Goal "We want to rebuild our entire product by the end of 2025",

SMART goal "We want to improve our time off management feature by adding a timesheets feature by the end 2025 and increase our customer acquisition by 20%."

Want to streamline your HR processes
on top of your SMART goals?

Start our 7-day free trial now

