

# SMART Goals Structure

**Specific:** What exactly do you want to achieve? Be clear and detailed.

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**Measurable:** How will you measure progress and determine success? Identify key performance indicators (KPIs) or metrics.

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**Achievable:** Is this goal realistic and attainable with available resources? Identify steps to reach the goal.

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**Relevant:** Why is this goal important? How does it align with your business mission and purpose statement?

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**Time-Bound:** What is the deadline for achieving this goal? Is this a short- or long-term goal? Set a clear timeline.

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