

SMART Goal Setting

Use these question prompts and ideas to set effective SMART goals

Specific

What are you trying to achieve, and what will you do to action this?

Consider whether the goal is:

- Sufficiently detailed.
- Establishing shared expectations.
- Understandable by both parties.
- Jargon free.
- Action focused.

Measurable

What do you need to measure to know the goal has been successful?

You could measure:

- Number of students or staff.
- Cost and finances.
- Increase from x to y.
- Decrease of x%.
- Feedback responses.
- Dashboard data.

Achievable

Is the reviewee set up for success?

Consider whether the goal is achievable or reasonable in relation to these factors:

- The individual's experience and skills.
- Resources required.
- The timeframe needed.

Relevant

Consider which area of the strategy the goal contributes to. You may also like to consider how the University's Values and Behaviours may support in working towards and achieving goals.

Timebound

What is a reasonable deadline or timeframe? Does this allow any contingency? What happens if the goal is not met on time?

The time element of the goal could refer to:

- A point in time (by January...)
- A timeframe (during the Autumn term...)