

Definition of SMART Performance Objectives

Goals or objectives are statements of end results to be achieved within a given period of time. They specify the degree of accomplishment expected within each Key Result Area. They are linked to higher-level goals and objectives (e.g. team, department, committee, chapter, national organization) that are formulated in a partnership between an individual and his/her customers.

One methodology used to create effective objectives is called SMART. SMART objectives are:

Specific

The objectives should clearly state exactly WHAT is to be accomplished and for whom, in terms of end results.

Measurable

The objectives should clearly state the LEVEL of accomplishment of end results based on customer needs. This element of an effective objective utilizes quantitative and qualitative measures.

Agreed Upon

The objectives should be the result of true partnership and be mutually agreed upon by all parties involved. This involves a negotiation with the customer around their wants/needs and the individual's capabilities.

Realistic

The objectives should be realist, yet challenging. The objectives are based on facts, analysis, and knowledge. The results, or improvements expected, are possible to achieve and are within areas of authority or control of the individual team, or department accountable for the results.

Time Bound

The end result specified should be accomplished within a certain time period, not merely "in the future". Short-term and long-term objectives are differentiated in specific time measures. Deadlines can serve as a basis for evaluation of progress toward the objectives.