

SMART Goals Examples

Specific in nature – the exact activity to be pursued should be defined.

Measurable and/or observable – a method for determining completion of the goal must be determined.

Attainable – the goal should be within the employee’s reach in terms of time and resources.

Relavant – the goal should be related to the County’s mission, vision, and core strategies.

Time-oriented – the goal should have a deadline or frequency attached.

SMART Goal - Specific	Measurable	Attainable	Relevant	Time Oriented
Demonstrate proficiency in tracking and sorting employee training information	Microsoft Excel class completion Completion of spreadsheet	Evaluate in house training, webinar or other resources	Ensure accuracy of training records to ensure compliance	3/1/20XX
I will meet every Monday at 9:00 am with a co-worker to discuss current workload and prioritize work assignments.	Meetings take place as scheduled and priorities are met	Yes; meeting time is available	Improve teamwork and productivity	Weekly; starting 12/1/20XX
Redesign the department website to improve accessibility of information and resources. Implement changes by June 30, 20XX	New website will be available and reduced number of calls regarding website	Yes; time and resources will be made available	It will improve customer service and utilization of programs	6/30/20XX
I will report equipment problems to appropriate person immediately and follow regular preventive maintenance schedule	Improve productivity and cost saving by not having work delays from equipment problems	Yes; preventive maintenance is built into the work schedule and staff available	Equipment is safe and operational when needed and extends equipment life	Effective immediately
Increase posts to social media and use local interest and relevant hashtags to increase visibility	Increase posts on Facebook, Twitter and Instagram by 10%	Yes; we have a dedicated marketing employee and other staff who can give input	Increasing our social media reach will attract new patrons or reinvigorate sporadic users	Increase by 10% within 3 months
Will consistently display respect towards all customers regardless of differences (gender, ethnicity, social status, etc)	Supervisor observes employee is treating all customers with equal respect and service	Yes; supervisor will provide regular feedback	Improve customer relations	Immediately with monthly feedback