



Writing Better SMART Goals

Create goals that have impact in your organization.

In this guide, we will cover:

- ◆ What are SMART Goals?
- ◆ Why Great Goals Matter
- ◆ Anatomy of a SMART Goal
- ◆ Going from Good to Great Goals
- ◆ 25 SMART Goal Examples

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Introduction

What are SMART Goals?

SMART Goals are short-term, strategic actions intended to stretch organizations to realize more of their full potential. Today, as part of an agile strategic planning practice, implementing SMART Goals is one way you can lead your business to thrive.

First, a definition of the acronym SMART.

SMART goals are:

- ◆ **Specific:** Try to answer the questions of how much and what kind with each goal you write.
- ◆ **Measurable:** Goals must be stated in quantifiable terms.
- ◆ **Attainable:** Goals must be achievable, or they're a set-up for failure.
- ◆ **Responsible Person:** Goals must be assigned to a person or a department.
- ◆ **Time Specific:** Goals must include a timeline of when your goals should start and be accomplished.

Why Great Goals Matter

Teams need goals for several reasons. Goals capture our aspirations and build out our vision. They create focus in our daily work and require us to center our efforts on what we, as an organization, have prioritized. Goals keep teams accountable. These statements are to be embedded in your everyday, from daily actions to long-term strategic focus.

SMART Goals are particularly effective because they are short term in nature—between 12 and 24 months—and include measurable outcome statements.

Within a Strategic Plan, SMART Goals support your longer-term strategic objectives or priorities. SMART Goals provide teams with outcome-based

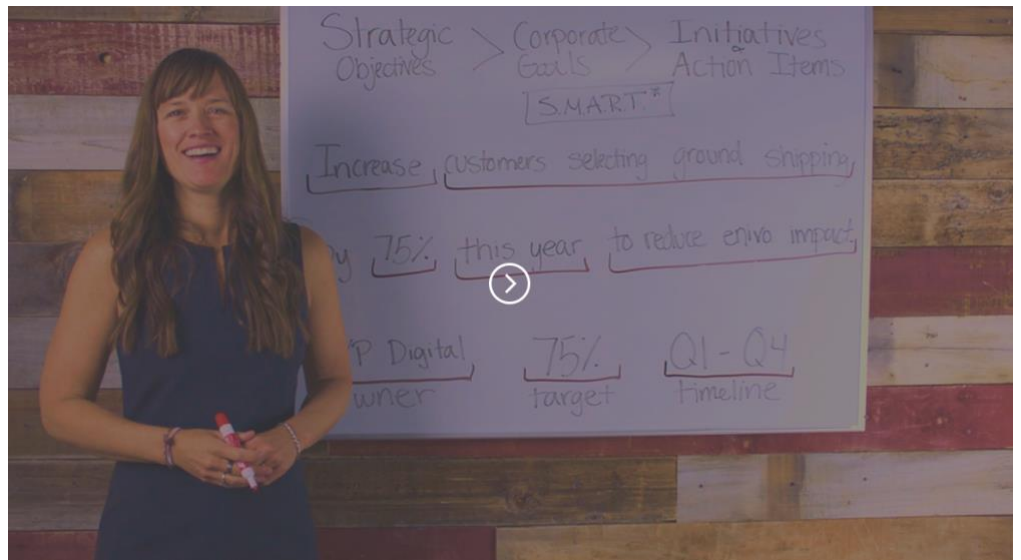
statements and shorter time-frames to keep momentum moving forward to achieve your broader priorities and objectives.

Anatomy of a SMART Goal

Create stability and consistency in our business by reducing churn rates from 35% to 20% in 2021 through proactive account management and monthly health checkins.



How to Set SMART Goals – 5-Minute Video



[Check out the 5-Minute Video on SMART Goals!](#)

Going from Good to Great Goals

Below are two examples that meet the basic requirements of setting SMART Goals.

- ◆ **Example 1** - Increase participation of Downtown Community Clean-Up volunteers from 200 participants to 500 participants by 2021.
- ◆ **Example 2** - By the end of 2021, reduce churn rates of online customers from 35% to 20%.

While technically SMART, they unfortunately land pretty flat, do little to direct or inspire, and provide no real direction towards achievement. At OnStrategy, we've solved for this with a three-step shortcut to help you write awesome and inspiring SMART Goals.

How to Improve These Goals

1. **Start with a strong verb:** Obviously, the point of the goal is to achieve something. Starting with a strong verb gives good direction of how you'll achieve said goal. It'll provide direction, clarity, and momentum to achieving a vision.
2. **Focus on the M&T's:** The most important parts of the acronym are the Measurable and Time specific portions. Goals have to be measured against something and bound to some sort of timeline. Period, end of story.
3. **Find some passion:** Creating boring goals is sort of like over-cooking something; no-one wants to eat something that is dry or doesn't taste good. Create something with passion and heart, something that your team can connect to. You want them to say, "Yes, I want to do *that*." Remember, it's all about people.

Revised Examples

Example 1 - Increase participation of Downtown Community Clean-Up volunteers from 200 participants to 500 participants by 2021.

Revisions - *Improve community pride and ownership by recruiting 25 participants from each zip code to participate in Downtown Community Clean-Up Days.*

- ◆ **Measure:** Number of participants
- ◆ **Target:** 25 from each zip code
- ◆ **End Date:** 12/31/20
- ◆ **Owner:** City Ambassadors

Example 2 - Increase participation of Downtown Community Clean-Up volunteers from 200 participants to 500 participants by 2021.

Revisions - *Create stability and consistency in our business by reducing churn rates from 35% to 20% in 2021 through proactive account management and monthly health check-ins.*

- ◆ **Measure:** Churn percentage
- ◆ **Target:** 20%
- ◆ **End Date:** 12/31/20
- ◆ **Owner:** Client Services

SMART Goal Examples

Marketing SMART Goals

Create 5 inspiring, high-value YouTube videos this quarter to increase subscribers by 10% to reach 50,000 in Q1.

- ◆ Measure: YouTube subscriber count
- ◆ Target: 50,000 subscribers
- ◆ End Date: 04/01/2021
- ◆ Owner: Sam Doony, Video Creative Director

Improve the customer experience and reduce shopping cart abandonment rate through redesigning the checkout experience by the end of Q2-2021.

- ◆ Measure: Shopping cart redesign
- ◆ Target: 100% complete
- ◆ End Date: 6/30/2021
- ◆ Owner: Graham Dooley, Front End Web Developer

Create a quality inbound sales pipeline through nurturing 50 leads per week – an improvement of 10% - in Q3 of 2021.

- ◆ Measure: Leads acquired
- ◆ Target: 50 leads/week
- ◆ End Date: 9/30/2021
- ◆ Owner: Marcus Riely, Digital Marketing Manager

Create high-value, engaging marketing emails by A/B testing headlines to increase open rates to 30% in 2021.

- ◆ Measure: Email open rates
- ◆ Target: 30%
- ◆ End Date: 12/31/2021
- ◆ Owner: Marcus Riely, Digital Marketing Manager

Double the number of Marketing Qualified Leads to reach 100 MQLs/week acquired in 2021 through thoughtful content marketing and lead nurturing sequences.

- ◆ Measure: MQLs acquired/week
- ◆ Target: 100 MQLs acquired/week (up from 50/week)
- ◆ End Date: 12/31/2021
- ◆ Owner: Marcus Riely, Digital Marketing Manager

Increase weekly Facebook comments and shares by creating 5 posts per week with high-design, engaging graphics.

- ◆ Measure: Facebook posts per week
- ◆ Target: 5/week
- ◆ End Date: 12/31/2021
- ◆ Owner: Lauren Owens, Social Media Manager

Sales SMART Goals

Increase contract size by 5% to reach an average deal size of \$50,000 by the end of Q2 of 2021.

- ◆ Measure: Average contract size
- ◆ Target: \$50,000
- ◆ End Date: 12/31/2021
- ◆ Owner: Katie Hutchens, Sales Director

Reduce our sales cycle time from 90 days to 60 days by creating value faster and streamlining the contracting process by Q2 of 2021.

- ◆ Measure: Average time spent in sales cycle
- ◆ Target: 60 days
- ◆ End Date: 6/30/2021
- ◆ Owner: Katie Hutchens, Sales Director

Create a dedicated sales outreach campaign by the end of Q3 2021 to engage leads who reach a score of 70 or greater.

- ◆ Measure: Project complete
- ◆ Target: 100%
- ◆ End Date: 12/31/2021
- ◆ Owner: Ryan David, Sales Coordinator

Implement a new Channel Partner Program to create 5 strategic partners by the end of 2021 to diversify inbound sales channels.

- ◆ Measure: New customer contracts signed from Channel Partner
- ◆ Target: 5
- ◆ End Date: 12/31/2021
- ◆ Owner: Graham Dooley, Strategic Partnership Coordinator

Expand current contract renewals by 5% by sending proactive outreach 30 days in advance of contract expiration to explore value-added services.

- ◆ Measure: Average contract expansion % over prior year
- ◆ Target: 5%
- ◆ End Date: 12/31/2021
- ◆ Owner: Ryan David, Sales Coordinator

Operational/Customer SMART Goals

Retain an account base of 200 annually contracted clients by conducting monthly account health checks.

- ◆ Measure: Annually contracted clients
- ◆ Target: 200
- ◆ End Date: 12/31/2021
- ◆ Owner: Lorna Smith, Client Services Director

Maintain a profit margin of at least 20% by working efficiently and managing contract budget hours.

- ◆ Measure: Average profit margin
- ◆ Target: 20%
- ◆ End Date: 12/31/2021
- ◆ Owner: Lorna Smith, Client Services Director

Hold monthly account reviews to keep a proactive view on the health of our client accounts.

- ◆ Measure: Account reviews held/month
- ◆ Target: 1 review held/month
- ◆ End Date: 12/31/2021
- ◆ Owner: Lorna Smith, Client Services Director

Reduce the cost of goods sold by implementing bulk purchasing practices to reduce the cost of raw materials by 5% in Q2-2021.

- ◆ Measure: % reduction in raw materials
- ◆ Target: 10
- ◆ End Date: 6/30/2021
- ◆ Owner: Mike Thompson, Purchasing Manager

Ensure we're reaching our full potential by averaging 25 billable hours per client service team member in 2021.

- ◆ Measure: Billable hours per week
- ◆ Target: 1,000
- ◆ End Date: 12/31/2021
- ◆ Owner: Lorna Smith, Client Services Director

Products/Services SMART Goals

Develop a new managed service offering in Q2 that allow us to create more value for our customers while creating renewable annual contracts.

- ◆ Measure: Project percent complete
- ◆ Target: 100%
- ◆ End Date: 6/30/2021
- ◆ Owner: Sam Elway, Operations Manager

Launch an innovative software update to our application by the end of Q3 2021 to add commonly requested feature from our customers.

- ◆ Measure: Project percent complete
- ◆ Target: 100%

- ◆ End Date: 9/30/2021
- ◆ Owner: Russell Todd, VP of IT

Enhance our organization's service offering by investing \$30,000 in new tools.

- ◆ Measure: \$ invested in new tooling
- ◆ Target: \$30,000
- ◆ End Date: 12/31/2021
- ◆ Owner: Gregg Thompson, Warehouse Manager

People/Learning SMART Goals

Expand our team's capabilities by making 5% of work time each year dedicated to professional development and learning.

- ◆ Measure: % of employee time spent on professional development
- ◆ Target: 5%
- ◆ End Date: 12/31/2021
- ◆ Owner: Pam Engleman, HR Manager

Create stability in our team and workplace by reducing new employee turnover by 10% in 2021.

- ◆ Measure: Reduction in employee churn from 2020
- ◆ Target: 5%
- ◆ End Date: 12/31/2021
- ◆ Owner: Pam Engleman, HR Manager

Launch a new employee onboarding program that reduces the employee training time from 90 days to 60 days.

- ◆ Measure: Average onboarding time
- ◆ Target: 60 days
- ◆ End Date: 12/31/2021
- ◆ Owner: Pam Engleman, HR Manager

Create a career development program in Q2 2021 to develop our team into the next generation of leaders.

- ◆ Measure: Project percent complete
- ◆ Target: 100%
- ◆ End Date: 6/30/2021
- ◆ Owner: Pam Engleman, HR Manager

Create a culture of safety by implementing a safety incentive program that provides companywide bonuses for every 90 incident-free days.

- ◆ Measure: Bonuses per year for safety
- ◆ Target: 4 bonuses
- ◆ End Date: 12/31/2021
- ◆ Owner: Owen Lawrence, Director of Safety

Hire an independent staffing firm by the end of Q1 2021 to allow us to expand our hiring pool and resources to scale up our team quickly when we need.

- ◆ Measure: Project percent complete
- ◆ Target: 100%
- ◆ End Date: 3/31/2021
- ◆ Owner: Pam Engleman, HR Manager



Need help building an agile strategic plan with SMART goals? We'd love to help.

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