Worksheet SMART business objectives

Specific business objective	Measure	Achievable and realistic (verification comments)	Timescale (proposed completion month and year)
1) Financial focus			
2) Customer focus			
3) Internal systems focus			
4) Internal staff focus			
5) External perception			
6) Marketing focus			

SPECIFIC

What do you want to accomplish, overall? Who will be responsible for this happening, and what steps will you take to achieve this objective?



MEASURABLE

Decide on a suitable measure and take into account how (and who) will be measuring the outcomes and how often they'll be measured.



RELEVANT

There must be a real benefit to actually achieving your targets. They need to be relevent and focussed on benefitting the company's bottom line.

ACHIEVABLE

Business objectives should be targets that you can accomplish. If they are too large to measure then break them down into multiple steps.



TIMELY

Deadlines help us define success. It may be useful to set some business objectives for your business by the quarter, rather than by the month or by the year.