

# How to Write a SMART Goal

A SMART Goal is designed to clearly set the stage for a well-defined, actionable objective. SMART objectives provide the details for how a group or organization will achieve a goal. The SMART Goal highlights the importance of setting goals that are **specific**, **measurable**, **achievable**, **relevant** and **time-bound**.

## 1 Specific

Your goal should be clear and specific, otherwise you won't be able to focus your efforts or feel truly motivated to achieve it.

- *What do I want to accomplish?*
- *Why is this goal important?*
- *Who is involved?*
- *Where is it located?*
- *Which resources or limits are involved?*

## 2 Measurable

It's important to have measurable goals, so that you can track your progress and stay motivated. Assessing progress helps you to stay focused, meet your deadlines, and feel the excitement of getting closer to achieving your goal.

- *How much?*
- *How many?*
- *How will I know when it is accomplished?*

## 3 Achievable

Your goal also needs to be realistic and attainable to be successful. In other words, it should stretch your abilities but still remain possible. When you set an achievable goal, you may be able to identify previously overlooked opportunities or resources that can bring you closer to it.

- *How can I accomplish this goal?*
- *How realistic is the goal, based on other constraints, such as financial factors?*

## 4 Relevant

This step is about ensuring that your goal matters to you, and that it also aligns with other relevant goals. We all need support and assistance in achieving our goals, but it's important to retain control over them. Make sure that your plans drive everyone forward, but that you're still responsible for achieving your own goal.

- *Does this seem worthwhile?*
- *Is this the right time?*
- *Does this match our other efforts/needs?*
- *Am I the right person to reach this goal?*
- *Is it applicable in the current socio-economic environment?*

## 5 Time-bound

Every goal needs a target date, so that you have a deadline to focus on and something to work toward. This part of the SMART goal criteria helps to prevent everyday tasks from taking priority over your longer-term goals.

- *When?*
- *What can I do six months from now?*
- *What can I do six weeks from now?*
- *What can I do today?*

There are multiple approaches and ways to explain how to write SMART objectives. Here are some other sentence structures for objectives:

- [Who] will do [what] resulting in [measure] by [when].
- By [when], [who] will do [what] resulting in [measure].
- By [when], [measure] - includes who and what].
- [Measure] - includes who and what] by [when].

## Example SMART Goal Statement

*IP & DON will conduct weekly resident & staff updated COVID-19 vaccination education sessions using PPT & flyers, including addressing individual concerns through one-to-one conversations, to start August 1 and end August 30, to improve eligible resident COVID-19 vaccination acceptance to 100%.*

## Breaking Down the Example SMART Goal Statement

This SMART goal ensures a clear, actionable plan to improve health outcomes in nursing home:

**Specific:** The goal focuses on increasing COVID-19 vaccination rates among nursing home residents and staff. Who and what?

**Measurable:** Success is defined as achieving a 100% vaccination rate. By how much?

**Achievable:** The target is realistic with planned interventions such as education sessions and one-to-one conversation. How?

**Relevant:** Vaccination is crucial to protect vulnerable nursing home populations from COVID-19. Why?

**Time-bound:** The goal has a clear time-frame. When?

## Additional Resources

- <https://normalnurselife.com/smart-goals-for-nursing/>
- <https://www.health.state.mn.us/communities/practice/resources/phqitoolbox/objectives.html>
- [https://www.aapacn.org/wp-content/uploads/2022/01/Stretch-and-SMART-Goal-Setting-Worksheet\\_V3.pdf](https://www.aapacn.org/wp-content/uploads/2022/01/Stretch-and-SMART-Goal-Setting-Worksheet_V3.pdf)

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