

SMART FRAMEWORK TEMPLATE



SPECIFIC

What should be done? For whom?



MEASURABLE

Is it measurable? Why do goals exist?



ACHIEVABLE

Are the goals realistic? Can the goals be achieved within the time frame?



RELEVANT

Will these goals have an impact on the overall business model?



TIME-BOUND

What is the specific timetable for achieving each goal?

From _____ / _____ / _____
(When)

(WHO/WHAT)

From

(FOR WHAT PURPOSE)

To

(FOR WHAT PURPOSE)

Inspired by yourthoughtpartner.com