Setting and achieving goals is fundamental to running a successful business. To move from vague desires to an actionable goal plan, use the SMART framework: Develop goals that are specific, measurable, achievable, relevant, and time-based. These criteria will help you create goals that you can accomplish realistically and consistently.

**DEVELOPING SMART GOALS**

|  |  |  |
| --- | --- | --- |
| Specific | * What goal do I want to accomplish? * Why do I want to accomplish this goal? * What are the requirements/constraints? * Who is involved? * Where will this take place? | *Example: I want to sell more products on my business’s e-commerce site.* |
| Measurable | * How will I measure my progress? * How will I know that my goal is complete? | *Example: I want to sell 10,000 units of product on my business’s e-commerce site each month.* |
| Achievable | * What steps should I take to accomplish my goal? * Are my objectives realistic and achievable? * Do I have the resources to accomplish this goal? | *Example: I want to sell 10,000 units of product on my business’s e-commerce site each month. Currently, I sell 7,500 units of product; a 2,500 increase is reasonable for my industry.* |
| Relevant | * Is this goal in line with my long term objectives? * Is now the right time to address this goal? | *Example: By selling more products, I can reinvest the extra profits to hire more staff and grow my business.* |
| Time-Bound | * When will I work on completing this goal? * How long will it take to accomplish this goal? * By what date should this goal be completed? | *Example: I want to be selling 10,000 units of product each month on my business’s e-commerce site by January 2016.* |

Once you establish SMART goals, create a list of specific activities and tasks that will help you accomplish each goal. Periodically review your goals, making adjustments as necessary.