WRITING
SMART Goals

When writing goals, use the SMART technique to set parameters and eliminate generalities and guesswork, set a clear timeline, and make it easier to track progress and milestones.

S
SPECIFIC

In order for a goal to be effective, it needs to be specific.
- What needs to be accomplished?
- Who's responsible for it?
- What steps need to be taken to achieve it?

M
MEASUREABLE

Quantifying your goals makes it easier to track progress and know when you've reached the finish line.
- What metric will show that you met your goal?
- What number or percentage do you want to reach?

A
ACHIEVABLE

While goals should present a challenge, they should be realistic.
- Looking at your time, resources, and ability, is this achieveable?
- What barriers do you have to overcome?

R
RELEVANT

Here's where you need to think about the big picture as it relates to the setting you are creating this goal for.
- Why are you setting the goal that you're setting?
- What will this help you achieve in both the short- and long-term?

T
TIME-BOUND

To properly measure success, you and your team need to be on the same page about when a goal has been reached.
- What is the duration of your experience?
- Will you work on this goal throughout the experience?
- Will you create additional goals after you have achieved this one?

EXAMPLE

My goal is to become proficient in Tableau. I will achieve this goal by watching completing 2 hours of LinkedIn Leaning content weekly and practice using Tableau for 1 hour weekly outside of work during my internship.

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Advising, Planning, & Experiential Learning