



Goal Setting

FOR SMART ASSES

Effective goals need to be:

S

SPECIFIC

Define exactly how the goal will be measured, and write it concisely

M

MEASURABLE

Check you can get the data, and that it's not too spikey to detect changes

A

ASSIGNABLE

Put someone in charge of achieving each goal

R

REALISTIC

Only choose goals your team can affect, and avoid impossible targets

T

TIME-RELATED

Give goals clear deadlines

A

ALIGNED

Make sure all your goals are based on the overall strategy

S

STREAMLINED

Avoid having too many goals to keep things focused

S

SCRUPULOUS

Use health metrics to guard against side effects and gaming

E

EVALUATED

Review your goals regularly and check they're still relevant

S

SEEN

Keep goals on everyone's radar, ideally with a TV dashboard

