



Company SMART Goals Template

Goal Statement:

[Clearly state the goal you want to achieve.]

Specific:

[Define exactly what you want to accomplish. Be precise and focused.]

Measurable:

[Establish criteria for measuring progress and success. How will you know when the goal is achieved?]

Achievable:

[Determine if the goal is realistic and attainable within the given resources and constraints.]

Relevant:

[Ensure that the goal aligns with the company's mission, vision, and strategic objectives.]

Time-bound:

[Set a deadline or timeline for achieving the goal. When will it be accomplished?]

Action Plan:

[Outline the steps and tasks required to achieve the goal. Who will be responsible for each task? What resources are needed?]

Progress Tracking:

[Define how progress will be monitored and measured. Establish checkpoints to review progress and make adjustments if necessary.]

Potential Challenges:

[Identify any obstacles or challenges that may hinder progress. Develop strategies to overcome them.]

Success Criteria:

[Describe what success looks like. How will you know if the goal has been successfully achieved?]

Accountability:

[Clarify who is responsible for the overall goal and who will be held accountable for specific tasks.]

Review and Evaluation:

[Schedule regular reviews to evaluate progress, identify lessons learned, and make any necessary adjustments to the plan.]

Example:

Goal Statement: Increase annual revenue by 15% by the end of the fiscal year.

Specific: Launch a new marketing campaign targeting high-value customer segments and introduce two new product lines to expand market reach.

Measurable: Track monthly revenue growth using sales reports and customer feedback surveys.

Achievable: Conduct market research to identify profitable customer segments and assess production capacity to ensure timely delivery of new products.

Relevant: Aligns with the company's strategic objective to grow market share and increase profitability.

Time-bound: Achieve the revenue target within the next fiscal year.

Action Plan: Assign the marketing team to develop and execute the campaign, allocate resources for product development, and establish sales targets for each quarter.

Progress Tracking: Monthly review meetings to analyze sales data, monitor campaign performance, and adjust strategies as needed.

Potential Challenges: Economic downturn, competitive pressures, production delays.

Success Criteria: Achieve a 15% increase in annual revenue compared to the previous fiscal year.

Accountability: The Marketing Director responsible for campaign execution, Product Manager accountable for new product launches, Sales Manager responsible for meeting revenue targets.

Review and Evaluation: Quarterly reviews to assess progress, identify areas for improvement, and make necessary adjustments to the plan.