Setting “SMART” Goals

- **Specific**: What, Where, How?
  - Distinct and contains no ambiguous language.

- **Measurable**: From and To How?
  - A measurement gives feedback and let’s one know when the goal is complete.

- **Attainable**: How?
  - Goals must be reasonably able to be completed.

- **Realistic**: Feasible?
  - Realistic goals are challenging yet attainable within the given timeframe.

- **Time-Bound**: When?
  - Timeframe must be aggressive, yet realistic.