**SMART Goals:**

**S = Specific:** It’s very important to know what your team wants to achieve and how you can pursue those goals. You want your goals to be specific so that you and others understand clearly what you plan to do. As you develop specific goals, take time to think through why these goals are important to the advancement of your challenge.

**M = Measurable:** Given the increasing attention to accountability, it’s in your team’s best interest to develop measures that will allow you to document whether you are moving in the right direction in terms of achieving your goals. Think about the ultimate outcomes you want to achieve and the measures you want to use to document your progress along the way.

**A = Attainable:** Avoid embracing goals that are at odds with current or anticipated resources available or political/institutional will. Consider goals that align with assets and values.

**R = Realistic:** Pursue goals your team honestly believes it can accomplish; avoid wishful thinking or ‘pie in the sky’ types of goals (those that are unlikely to ever be realized).

**T = Time-Framed:** It’s important to have timelines for each of your goals. Let’s face it, if you don’t have target dates you’re shooting for, then you’re likely going to muddle along, having no clear sense of what key actions need to be undertaken and within what time periods. In order to keep things on track, build a realistic timeline of when goals are likely to be realized.

**Example:**

The number of rural residents in poverty will decrease by 20% by 2050.

**Grand Challenge SMART Goal:**

|  |  |
| --- | --- |
|  | **SMART goal ideas:** |
| **Specific** |  |
| **Measurable** |  |
| **Attainable** |  |
| **Realistic** |  |
| **Time-framed** |  |
| **Draft challenge goal:** | |
| **Revision of this goal:** | |
| **My strategy with time-frame:** | |

**Personal SMART Goal:**

|  |  |
| --- | --- |
|  | **SMART goal ideas:** |
| **Specific** |  |
| **Measurable** |  |
| **Attainable** |  |
| **Realistic** |  |
| **Time-framed** |  |
| **Draft personal goal:** | |
| **My strategies with time-frames:** | |