

# S.M.A.R.T. Work

*(an effectiveness tool for Project Management)*



**What** are we doing? Keep it **S.M.A.R.T.**

**S** = **Specific** (variations: significant, stretching)

- Well defined
- Clear to anyone that has a basic knowledge of the project

**M** = **Measurable** (variations: meaningful, motivational)

- Know if the goal is obtainable and how far away completion is
- Know when it has been achieved

**A** = **Agreed Upon** (variations: attainable, achievable, acceptable, action-oriented)

- Agreement with all the stakeholders what the goals should be

**R** = **Realistic** (variations: relevant, reasonable, rewarding, results-oriented)

- Within the availability of resources, knowledge and time

**T** = **Time Based** (variations: timely, tangible, trackable)

- Enough time to achieve the goal
- Not too much time, which can affect project performance

**Why** are we doing it? This is digging deeper to understand purpose.