

# Setting S.M.A.R.T. targets

**S**

SPECIFIC

What exactly do you want to achieve?

**M**

MEASURABLE

How will you know when you've achieved it?

**A**

ATTAINABLE

Is it something you have control over?

**R**

RELEVANT

Why is this applicable to your business?

**T**

TIME BOUND

When do you want to achieve your goal?