



**Share4Rare**

**Tools & Templates**

**SMART Analysis**

## Purpose

Creating a strategy with mission, vision, goals and objectives is one step. Bringing it into action and putting it into work in your advocacy is two. Creating concrete steps to match your strategy and measure success is not only a powerful tool to make process tangible, it also creates credibility and trustworthiness towards your stakeholders, and gives you space to reflect on your progress.

The most well-known method to realize your ideas while staying focused on effort and time is by using the SMART technique.

## How to do a SMART Analysis

SMART is an acronym for Specific, Measurable, Acceptable, Realistic, and Time-bound and is a method used to give directions to what you want to achieve and provides clear and simple guidelines for defining and managing goals and objectives. Key takeaway of the SMART formula is that it forces you to become very concise with what you want to achieve, leaving no space for vagueness or interpretation.

### Specific

Formulate your goal as precise and specific as possible. This can be a desired behaviour, action, or result. Try not to use any jargon: a goal must be understood by anyone. It preferably links to a number, amount or percentage. Helpful questions:

- What do we want to accomplish?
- Who and what are involved?
- When is the deadline?
- What is essential to make this a success?
- Why is this goal so urgent?

### Measurable

Without any progress made visible, there is no way to evaluate whether your goal is accomplished. Involve a way to determine whether the number you just specified is measurable, and set a benchmark or baseline measurement to track improvement. Try to answer the following questions:

- How do you know the goal is achieved?
- What efforts do we have to make?
- How can it be measured?

## Attainable

In other acronyms of the SMART model, the A is sometimes an abbreviation for Assignable, Ambitious or Acceptable. However, the underlying theme is similar: goals only work when they are supported by all people involved. This should always be done with their consent, and everybody should be comfortable with the level of ambition: too high can be too stressful, while goals low in ambition result in a decrease in challenge and motivation. Answering the following questions may help map stakeholders and responsibilities:

- Do we all agree this is the goal?
- How is the goal accomplished?
- Who will be involved in this?
- What are concrete steps to take to accomplish this?

## Realistic

Your SMART goal is part of your strategy, and aligns with your mission and vision and the goals of your stakeholders. A realistic goal is feasible, and must be relevant for all those who are working on it, having the right resources in time, money, and capacity. Questions that may help with the realisticness (or relevance) of the goal are:

- Is it a worthwhile goal?
- Do we have the right resources to start this?
- Does this goal align with my mission and vision?

## Timebound

The last aspect of a SMART goal is that of time. Create a clear begin and end time of the goal. 'One year' might seem like a goal, but by specifying a date on it (e.g. one year from now, so on XX Month Year) you make the goal more tangible. Make sure you create enough space for unforeseen circumstances and an increase of motivation (you can't always be fully motivated). If there is too much decrease of motivation, your goal might not be achievable and realistically enough. Questions that may help you define the time are:

- How long will accomplishing this goal take?
- When am I going to work on this goal?
- When is the completion of the goal due?

## Evaluation

Write down your SMART goals, and use them in your strategy. Refer to them every now and then to evaluate you're making process to achieve your goals. You can do this either individually, or you can invite employees and stakeholders to engage with them and create or redefine your strategy and goals.

## Reference & Resources

<https://www.projectsmart.co.uk/smart-goals.php>

<https://www.smartsheet.com/blog/essential-guide-writing-smart-goals>

<https://fitsmallbusiness.com/smart-goals-examples/>

