

SMART GOALS
A Resource from Nelson Searcy
www.epicteam.org

Major Objectives, Goals and Tasks in a successful strategy should be written in S.M.A.R.T. language. Each statement should be:

S-Specific – complete each statement fully and clearly.

M-Measurable – include exact results that can be tracked and measured.

A-Attainable – is the statement realistic? Is it too large?

R-Relevant – Does the statement fit with the others – is it relevant where it is placed within the strategy.

T-Time Bound – What's the completion date?

Examples of S.M.A.R.T. statements

- Major Objective Example: Worship: To transition our traditional worship service to a contemporary worship by January 2006.
- Major Objective Example: Salvation Commitments: To see 25 people come to know Christ through the ministries of our church by October 2005.
- Goal Example: Newspaper Ads: To purchase 4 newspaper ads in the year 2006 to promote four special outreach events.
- Task Example: Newspaper Ads: To discover the price of a half-page newspaper ad in three local papers by November 2005.