

If your goal (and the plan to get there) fulfill the SMART criteria, there is a much better chance you will execute the plan and reach the goal. Defining the first step helps building momentum, especially in teams.

“Many people think they lack motivation when what they really lack is clarity.”

– James Clear

# SPECIFIC

Who will do it? Do it how? When? The more specific you are the more likely you are to actually do it.



# MEASURABLE

What will we measure to see if we are moving into the right direction? How will we know that we have achieved the goal?



# Attainable

Is it achievable? How much influence do you have on the outcome? Is this a realistic plan and goal?



# RELEVANT

We've all got limited time and energy. Is this even important? Why are we doing it?



# TIMELY

When will it be done? When will we check progress? Prefer closer dates so that you have a short feedback loop.

