

# S

## Specific

The goal is specific in nature. Provides precise or detailed situation/condition in which the goal will occur.

# M

## Measurable

The goal can be measured. Define a metric, scale or some quantifiable result so you will know when you get there.

# A

## Attainable

The goal can be achieved. Identify goals that are realistic and can be reached.

# R

## Relevant

The goal is meaningful. Goals should have value to the project team, key stakeholders and organization. Ensure goals are pertinent, significant or appropriate to all parties, otherwise it is time wasted.

# T

## Timeline

The goal should have a period of time for which it is to be accomplished.