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As we define Goals or Objectives we need to make sure they are concrete, and that you can easily answer whether you hit the goal or not. SMART is a simple mnemonic to help you ensure that your Goals or Objectives have the characteristics that make them concrete:

- **Specific:** Make your goals narrow to something that is specific, significant, and simple.
- **Measurable:** Make sure you know how you will know whether you have achieved the Goal or not. This usually involves tracking a metric. Making the metric meaningful will also mean it is motivating to those involved in the work.
- **Achievable:** Make sure the Goal is achievable in the time-period, that it is attainable. For Teams, this means ensuring everyone is in agreement with the Goal.
- **Relevant:** Make sure your Goal aligns with your over strategy and objectives.
- **Time bound:** Make sure you have an end-time when you validate your result. For Teams working in lertations (Sprints) this often defaults to “the end of the Iteration (Sprint)”.

[FAQ](#), [DIY](#), [Agile](#), [Coaching](#), [Goals](#), [Objectives](#), [mnemonic](#)

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