Export Catalyst
Healthcare UK

Examples of SMART Objectives

S

SPECIFIC objectives will be clear and unambiguous. They state clearly what the expected behaviour, achievement or outcome will be in precise terms. This enables you to refer back at the end of the review period and make an objective judgement about whether the objective has been achieved.

> Consider - What is the goal? What outcome is needed? Think with the end result in mind… Is it clear and well defined? Is it clear to a to anyone that has a basic knowledge of the work area? a basic knowledge of the work area?

M

MEASURABLE objectives enable you to see that progress is being achieved. A measurable objective will usually answer questions such as:
- How much?
- How many?
- How will I know when it is accomplished?

> Consider… What is the measurable outcome? Know if the goal is obtainable and how far away completion is. How will you know if you have been successful?

A

ACHIEVABLE objectives are realistic and attainable. This does not mean that you should not set stretching targets which require a change in behaviour or application of significant effort; easily achievable objectives are not motivating. However, it is equally demotivating to set objectives that are not possible to achieve, so consider the resources and time needed, and the potential limitations outside the control of the individual, team or service.

> Consider How long will it take to achieve this? Is it achievable? Agree with all parties what the goal should be to ensure clarity. Is there availability of resources, knowledge and time? Is the right support in place?

R

RELEVANT objectives support the team, service, or Clinical Service Centre to deliver on the Trusts priorities and strategic goals. This is where the 'golden thread' should be visible. Consider how the individual objective supports the achievement of these wider goals. As well as Trust Strategy led aims, teams and services may also have aims and actions in relation to implementing clinical standards and regulations, codes of practice or healthcare policy recommendations in their area of work.

> Consider… Does the objective link to the team/department goals? Does the objective support the overall goals of the organisation? Is the objective stretching enough to ensure performance is improved?

T

TIME-BOUND (Timescale/Timely) objectives have clear dates, with interim milestones if necessary, for achievement. Deadlines are important to focus effort on things that can get lost in day to day activity. Set a date by which the objective should be achieved, and include dates for any interim activities that are important to achieving it.

> Consider… What is the date for completing this objective? Is there enough time to achieve the goal or a time limit? How often will it be reviewed? Be aware of allowing too much time which can effect motivation or dilute performance.

Original Objective	SMART-er Objective
Reduce obesity rates for children and adolescents.	By December 31, 2019, reduce the percent of school age children in Liverpool who are obese from 25% baseline to 20%.
Meet with schools to inform them about preventing smoking in school age children.	Public Health Staff will meet with key stakeholders at all schools in Liverpool resulting in 3 out of 4 schools committing to work on tobacco prevention policies by June 2019.
Use technology to increase department communications.	Communications and IT staff will pilot and evaluate two new communication technologies targeted to external customers resulting in a 25% increase in traffic to the intranet by June 2019.

Get in touch

We would be delighted to speak with you about any export questions you might have.

Please do get in touch to discover more.

Contact us at:

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