

SMART Goals

George Doran, *Management Review* 1981

SMART	
Simple/Specific	<i>I want to stop eating out as much this year, so that my family is healthier.</i>
Measureable	<i>I will go to the Farmer's Market 1 time per week; the kids will each pick out 1 vegetable that they wanted to try.</i>
Achievable/Attainable	<i>I can have the kids use the Farmer's Market truck that comes to the neighborhood.</i>
Realistic/Relevant	<i>The babysitter can help the kids, when I can't get home in time.</i>
Time-related/Trackable/Tangible	<i>I'll try this for 3 weeks, and see how we did.</i>