

SMART GOAL TEMPLATE

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Created by [Geckoboard.com](https://geckoboard.com)

Our template follows all the rules for SMART goals. Once you've filled it in, supercharge your goals with our [SMART ASSES checklist](#).

Goal

Before you fill this in, ask yourself: Is this goal actually important? If it is, write it down in as few words as possible, including the exact metric and numerical target.

Specifics

Briefly explain what you will and won't be focusing on to achieve the goal.

Definitions

Give definitions for metrics that could be interpreted differently e.g. 'New Customers' or 'Active Users.'

Relationship to strategy

Briefly explain how this goal links to the overall company or team strategy.

Owner

Write the name of the person in charge of hitting the goal.

Health metric(s)

Note down any metric(s) that need to be monitored alongside your goal(s) for the general health of the business. E.g. a customer support team might have Average Hold Time as a KPI but still need to track Customer Satisfaction (CSAT) as a health metric.

Deadline

Say when you want the goal to be hit e.g. by end of Q3.

Sharing links

If you have a dashboard for tracking progress against this goal, paste it here.

Date for review

Commit to a date when you'll evaluate the goal.

Find even more detail on the SMART framework on the [Geckoboard blog](#).