

Video Title: SMART Goals for Better Time Management

Target Audience: All employees- Team leads, Managers, New Hires- accountable for carrying out day-to-day tasks within the organization.

Learning Objectives:

1. Independently write a SMART goal for one of their own work tasks, using the five-part framework (Specific, Measurable, Achievable, Relevant, Time-bound)

Outline:

- **Hook & learning objective**
- **Define the SMART acronym**
 - S-** Specific
 - M-** Measurable
 - A-** Achievable
 - R-** Relevant
 - T-** Time-bound
- **Step 1: Make It Specific**
 - Walk through narrowing it down: The 5W's- Who, what, where, why?
- **Step 2: Make It Measurable**
 - Attaching a number or metric to track progress (like milestones)
- **Step 3: Make It Achievable**
 - Assess needed skills, current capacity, resources, workload etc.
- **Step 4: Make It Relevant**
 - Aligning the goal(s) to team/company priorities
- **Step 5: Make It Time-Bound**
 - Adding a deadline or review checkpoint
- **Example: Put It All Together**
 - A goal statement example that incorporates each SMART element
- **Call to Action**
 - Encourage viewers to set one SMART goal today and share it with their manager/team in their next check-in

Color Palette:

Seat Time: 4 minutes

Directions for Reviewer(s):

- Please focus on accuracy and completeness of the content during this review cycle.
- Reviewer questions/comments should be left using the comment feature in microsoft word/google docs.
- Notes to the reviewer will be written in [text with brackets] and are not actual on-screen text.
- In the left column is the Visuals/Graphic including any on screen text. This will describe or have thumbnails of any provided assets.
- The second column is the Script/Audio. This will have a conversational tone. If it doesn't sound correct, try reading it out loud to see if it does. If not, make changes as needed.
- The third column contains the Programming/Animation Notes that will occur.
- The final column to the right, Comments, will have any questions for reviewers. All questions need to be resolved before programming can begin.

Global Comments:

- Project dimensions: FDH (1920x1080)
- "Educational Presentation tutorial" will play as background music at approximately 11%.
- Dynamic background used LemonLime Frost gradient.
- Text in [brackets] should not appear on the slide [or be recorded in voiceover (VO)]
- All title slides/callouts will fade in and out.
- Bold slide text appears on screen.
- ElevenLabs Audio for voice over and background music.

1. [Opening/Intro]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	[Narrator] Have you ever finished your workday feeling busy but wondering where the time went? Many employees face this challenge. Between meetings, emails, and unexpected tasks, it's easy to spend the day reacting		

	instead of making meaningful progress. One simple but powerful way to improve time management is by setting SMART goals. SMART goals help you focus your time, prioritize your work, and make steady progress toward what matters most. Let's take a look at how they work.		
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2. [What are SMART goals?]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	[Narrator] SMART is a simple framework for creating goals that are clear and achievable. SMART is an acronym that stands for Specific, Measurable, Attainable, Relevant, and Time-bound.		

3. [S- specific]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	[Narrator] S stands for Specific. A specific goal clearly defines what you want to accomplish. Instead of saying, "I want to be more productive," try, "I will		

	complete my weekly project report by Friday at 3:00 PM."		
	The clearer your goal, the easier it is to take action.		

4. [M- Measurable]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	[Narrator] M stands for Measurable. A measurable goal lets you track your progress. For example, instead of saying, "I'll respond to emails faster," set a goal like, "I'll respond to all priority emails within two business hours." When you can measure your progress, it's easier to stay motivated.		

5. [A- Achievable]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	[Narrator] A stands for Achievable. Your goals should challenge you while remaining realistic. Rather than trying to complete every outstanding task in one day, focus on completing a manageable number of high-priority tasks. Small, consistent progress leads to lasting results.		

6. [R- Relevant]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	[Narrator] R stands for Relevant. Your goals should support your role and your team's objectives. Ask yourself, "How does this goal help me contribute to my work?" When your goals are meaningful, it's easier to stay focused.		

7. [T- Time-bound]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	[Narrator] T stands for Time-bound. Every goal should include a deadline. Instead of saying, "I'll organize my files," say, "I'll organize all client files by Thursday at 4:00 PM." A deadline creates accountability and helps you manage your time more effectively.		

8. [SMART goals in practice]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments

	[Narrator] Imagine your goal is simply, "I want to manage my time better." That's a good intention, but it's difficult to act on. Now let's make it SMART: "I will create a daily priority list each morning, complete my three most important tasks before checking non-urgent emails, and follow this routine every workday for the next month." This goal is specific, measurable, achievable, relevant, and time-bound. It gives you a clear plan instead of a general idea.		
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9. [Closing/Outro]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	[Narrator] Effective time management isn't about doing more—it's about focusing on the work that matters most. SMART goals provide a practical way to organize your priorities, stay focused, and make consistent progress. Whether you're managing projects, responding to customers, or balancing multiple responsibilities, setting SMART goals can help		

	you work more efficiently and with greater confidence. Think about one task or objective you're working on this week. Challenge yourself to rewrite it as a SMART goal and put the framework into practice. A clear goal is often the first step toward better time management and greater productivity. Thank you for watching!		
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10. [Title]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	[Narrator]		

Make a 4 minutes 45 seconds professional whiteboard animation (hand-drawn explainer style) video that visually reinforces the attached narration script. The purpose of this video is to teach adult learners in a corporate environment how to use SMART goals to prioritize work, improve productivity, and accomplish multiple responsibilities effectively throughout their workday.

The animation should maintain learner engagement while simplifying concepts through visual storytelling rather than excessive on-screen text.