

# Using S.M.A.R.T.E.R. Objectives

## Why do we set objectives for people?

- ☑ To motivate them; being clear on specific objectives is one of the top motivators
- ☑ To be able to focus individual efforts on team, departmental and organisational objectives

## How does the acronym SMART help?

- ☑ Ensures everyone understands what we are trying to achieve – what is the purpose of the objective
- ☑ Provides an “agenda” for a discussion to agree objectives
- ☑ Helps managers and team members cover all the points needed

## Why are Performance Indicators important?

- ☑ They break down the objective and help in identifying how it will be met
- ☑ If the objective can't be achieved in full what has been done can be assessed

## SMARTER provides us with an agenda for a discussion. Use it to...

- ☑ Increase motivation. Your Team members should start the process by identifying their own objectives and then should agree them with their line manager
- ☑ Confirm you and the team member have the same understanding of what is going to be achieved – *specifically* what is going to be done and what will be the *measure of success*
- ☑ Confirm the objective is *achievable*. This part of the discussion should cover that the team member has the knowledge and skills to achieve the objective. By asking the Team member how they will achieve an objective they start to form a plan. The milestones of the plan are also “*performance indicators*”
- ☑ Ensure the objectives are *realistic* taking into account other commitments
- ☑ Agree *Timescales*. Agree specifically when an objective will be achieved, ideally a specific day or if not a “by [specific] date”. Use the milestones/performance indicators to agree key dates on route
- ☑ Clarifying how the objective “*Enhances performance*” and “*Raises standards*” confirms the objective is meaningful and ties in with team and Departmental plans