

Planning Tool

Objectives and SMART Goal Setting

How to Develop a SMART Goal

SMART

Specific: What, specifically, must we accomplish?

Measurable: How will we know when it is accomplished? What will the activity or outcome look like?

Achievable: Have we aimed too high or not high enough? Have we discussed and agreed upon the goal with the right people? Do we have the needed resources?

Relevant: Does it align with the goals of the organization and the needs of the people?

Time-bound: When does it need to be done by? When will it be most helpful to our business strategy?

SMART Goal Formula

By _____, _____ will
(when) (who)

_____ as evidenced by
(what, where, specifics)

(how you will know)

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Strategic Planning Cycle



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PROGRAM SMART GOAL				
TARGET AUDIENCE				
LONG-TERM Objectives				
SHORT-TERM Objectives				
CHOSEN STRATEGIES				
RESOURCES NEEDED				
IMPLEMENTATION STRATEGIES				
MEASURES/TARGETS				
EVALUATION OF RESULTS				

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Action Plan Examples:

GOAL	INITIATIVE	ACTIVITIES	MEASURE	OUTCOME	TIMELINE
Increase communication	Newsletter, memo	Walkarounds, Posters, staff meetings	# of activities, # clicks	Feedback, engagement surveys	Monthly/quarterly
Increase awareness	Wellness campaigns	Intranet, event offered multiple times, e-campaigns, posters, LNLs	Clicks, # of touchpoints, # participants	Feedback, behaviour change, eval surveys	Quarterly
Increase participation	Wellness Challenge	Walkarounds, staff mtgs, wellness champs captains	# of teams, % of department, % population	Feedback survey, wellness champs	Semi-Annual
	Health Fair	Info booths, interactive, appointments, demos, trials	# vendors, # participants, # giveaways	Feedback surveys, wellness champ, vendors	Annual

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Action Plan Template:

GOAL	INITIATIVE	ACTIVITES	MEASURE	OUTCOME	TIMELINE