

# SMART Objectives and Goals

**S**

**Specific**

Specifically Addresses  
One or More Objectives

**M**

**Measurable**

Progress/Quality Can Be Measured  
by One or More Indicators

**A**

**Assignable**

Accountability Can Be  
Assigned to One Person

**R**

**Realistic**

Realistic When Considering  
Available Resources & Environment

**T**

**Time-  
Oriented**

Specific Begin, Milestone,  
and End Dates/Times

**SECONDARY ADAPTION SOURCE:** Gray, Clifford F. and Larson, Erik W.. Project Management: The Managerial Process, 4th Edition. McGraw-Hill/Irwin (August 2007).

**PRIMARY ADAPTION SOURCE:** Doran, George T. "There's a S.M.A.R.T. Way to Write Managements' Goals and Objectives." Management Review 70.11 (Nov. 1981): 35.