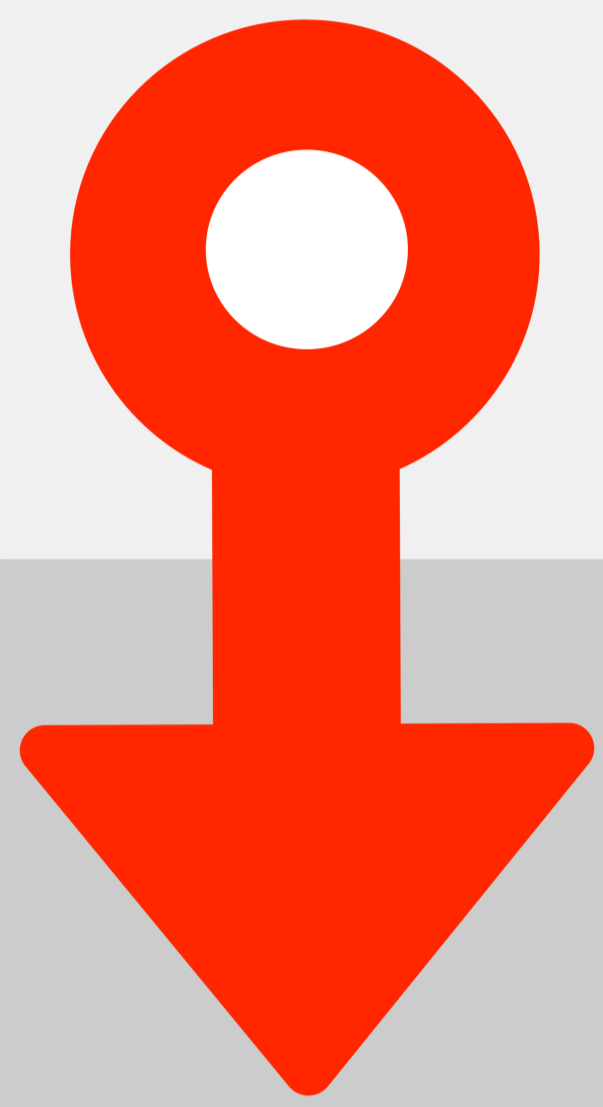


SET SMART TARGETS

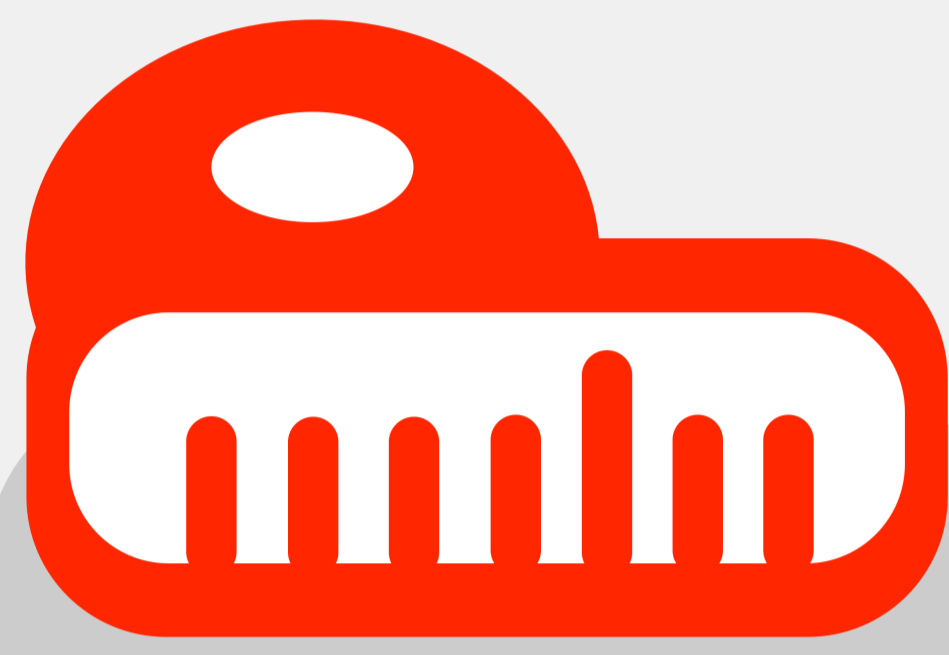


SPECIFIC



CLEARLY
DEFINED
-
YOU KNOW
WHAT YOU
WANT

S



MEASURABLE



HAS A
KPI
-
YOU
ARE ABLE
TO
CHECK
IF YOU
ARE ON
TRACK

M



ACCEPTED



ACCEPTED
BY ALL
RELEVANT
PLAYERS
-
ALL OF
YOU
SPEAK THE
SAME
LANGUAGE

A



REALISTIC



IT IS NOT
ROCKET
SCIENCE
-
IT IS NOT
A WILD
GUESS

R



TIME-BOUND



YOU KNOW
WHEN THE
TARGET
SHOULD BE
ACHIEVED
-
YOU DON'T
WASTE
TIME

T