

A5. SMART Goals

Module 4.1 - Project fundamentals

Now that you've defined the 'why' and 'who' for your project, the next step is to set clear objectives. Having well-defined goals keeps your project focused, measurable, and on track.

One of the best ways to do this is by using the SMART Goals Framework. **SMART** stands for:

1. **Specific** – What exactly do you want to achieve?
2. **Measurable** – How will you track progress?
3. **Achievable** – Is this realistic given your resources?
4. **Relevant** – Does this align with your project purpose?
5. **Time-bound** – What is your deadline?

Example

Goal: 'We want more people to participate in physical activity.'

SMART Goal: 'Increase participation in our weekly walking group by 30% over the next six months by promoting it in local community centres and on social media.'

Your Turn!

Write two SMART goals for your project below. Use the space to make your goals specific, measurable, achievable, relevant, and time-bound.

SMART Goal 1:

SMART Goal 2:
