



# S-M-A-R-T GOALS

The S-M-A-R-T Goals acronym is a way to guide the goal-setting process and to ensure that goals stick.

Setting S-M-A-R-T goals packs A punch into your goals and helps your 4-H club remain accountable.

## The elements that make a goal SMART



## SPECIFIC

- Specifically define what you expect the volunteers to do.
- Avoid generalities and use action verbs as much as possible.
- The level of detail you need to provide depends on the volunteer's personality and their experience level. For example, a highly autonomous or experienced 4-H volunteer will need less detail than a less confident or seasoned volunteer.

Use action words like “to increase”, “to establish”, “to reduce” and “to create”.



## MEASURABLE

- Identify how you will measure success
  - Usually stated in terms of quantity, quality, timeliness or cost
  - E.g. attend three project meetings in the course of six months
- You want something that will allow the person to gauge how well they are progressing toward achieving the objective.
  - You do not want an objective that is vague. This leaves room for misinterpretation and that will end in disgruntled people.
  - So tell the person how you are going to measure the achievement.
  - Then you both know when it hasn't been achieved, when it's been met and when it's been exceeded



To Make **the Best Better**



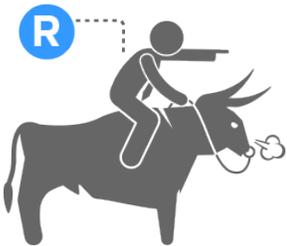
## ATTAINABLE

- Make sure that accomplishing the goal is within the volunteer's realm of capabilities.
  - Can the volunteers and youth successfully complete this goal with the skills, resources, and time available to them?
- Are there factors beyond their control that need to be considered?
- While considering whether a goal is attainable, you also need to consider the volunteer's and youth's total set of goals.
  - While each individual goal may be achievable, overall, you may be assigning the youth and volunteers more goals than they could reasonably be expected to successfully complete.

*Once upon a time there was a team leader and three bears. The Papa bear's objectives were too hard; there is no way they could be achieved. Papa bear just gave up at the start.*

*Mamma bear's objectives were too easy; they just were not motivating at all.*

*But baby bear's objectives were just right. They were a stretch and it might be difficult, but baby bear thought there was a good chance she could achieve them. She was one motivated baby bear!*



## RELEVANT

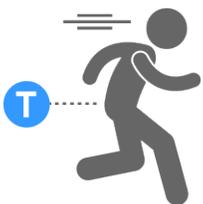
- Make sure that both the volunteer and youth agree to all the elements of the goal, and have a shared understanding of expectations for its outcome. Make sure the goal is relevant to the volunteer's role and skill level.
- Ensure the goal is practical, results-oriented and within the volunteer's realm of capabilities.
- Where appropriate, link the goal to a higher-level (4-H Leaders Federation) organizational goal, and ensure that the volunteer understands how the goal and actions contributes to the attainment of the higher level goal. This gives the volunteers and youth a context for 4-H skill building.

Is the objective be something the person will have control or influence over?

No = disgruntled, not motivated.

Yes = Yeah! Happy people.

It's also a great idea to think of "R" as relate. Relate the objective back to the club and 4-H goals. Being part of a team effort is much more motivating than just having an objective.



## TIME-BOUND

- What is the time frame for achieving the objective. A target date and some milestones help keep things on track.
- Specify when the goal needs to be completed (e.g. by the end of every other month).

Setting S-M-A-R-T goals makes the process less laborious and gives your goals a greater chance of resulting in your being able to check the box as “successfully completed.” This in turn makes the goal-setting process more rewarding.



So which objective do you think would get better results?

The old style: **Provide good educational opportunities at 4-H meetings**

OR the SMART: **Increase your 4-H meeting attendance to 90% this 4-H year**



### **Things aren't always so easy to measure**

What could you do if your club does not have an educational component to each meeting? You could look at things like:

Average amount of time the business meeting takes

Number of speeches/demonstrations at the end of a meeting

Educational Suggestions

## Actions

One thing left to do . . . and this is an important one. How is the objective going to be achieved? What actions are needed? You need to describe the steps or plan for reaching the goal.

### Some things to avoid:

1. **Objectives** must be achievable
2. **Avoid** using terms that do not allow a margin for error like always, every, each, all, never.
  - a. An objective can be very challenging, but it should be possible for someone to achieve outstanding performance.
3. **Don't** describe objectives as things you do not want done, focus on what you want achieved instead.
  - a. There cannot be an expectation for a person to be perfect.
4. **Go for it!**

Write your objectives the SMART way. . . and be more successful.

The above is Adapted from: <http://coach2growth.com/s-m-a-r-t-goal-setting-made-easy/>

<http://www.halogensoftware.com/learn/how-to/writing-smart-goals>

[http://www.cognology.com.au/learning\\_center/howtowritesmartobj/](http://www.cognology.com.au/learning_center/howtowritesmartobj/)

Goal: "Hollar Hornets will receive record books from half (13) of the 4-H membership (26) than received in 2016."

S-M-A-R-T	Questions to Ask	Goal Assessment
Specific	What <i>exactly</i> do you plan to accomplish?	Yes, this goal is specific. "To receive 13 record books" is precise.
Measurable	How will you know if the goal was met?	Yes, this goal is measurable by comparing the number of record books attained in 2016 to the number in 2017.
Attainable	To what degree is the goal attainable and within your ability to affect?	Yes, receiving 13 record books is within the realm of possibility and not overly ambitious.
Relevant	Is the goal aligned with your values (what's important to your 4-H club), and germane to your success?	Yes, this goal is relevant to our 4-H club. Receiving more record books, enhances the youth's learning power and opens the door to receive more funding from the Leaders Federation for our club.
Time bound	Over what period of time will you have accomplished this goal?	Yes, this goal is time bound. "By September 15, 2017" is a specific milestone.