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|  | **SMART GOALS FOR STARTUPS** |

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| **John Smith** | **mm/dd/yyyy** |
| GOAL TITLE | DATE PREPARED |
| **Increase Current Client Base** | **mm/dd/yyyy** |
| Goal | DATE LAST REVIEWED |

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| **S** | **Specific** | *What do I want to accomplish? Why do I want to accomplish this? What are the requirements? What are the constraints?* | Win six new business accounts |
| **M** | **Measurable** | *How will I measure my progress? How will I know when the goal is accomplished?* | We know to get to six, we need to have 12 proposals, 24 pitches, and 48 warm prospects |
| **A** | **Achievable** | *How can the goal be accomplished? What are the logical steps I should take?* | Last year, we averaged five new business accounts during the same time frame, and we have been growing at 20%; this revised goal feels achievable |
| **R** | **Relevant** | *Is this a worthwhile goal? Is this the right time? Do I have the necessary resources to accomplish this goal? Is this goal in line with my long term objectives?* | The number and size of the accounts we win each quarter tie directly to our top and bottom lines |
| **T** | **Time-Bound** | *How long will it take to accomplish this goal? When is the completion of this goal due? When am I going to work on this goal?* | We measure our performance quarterly, which is incredibly important for staffing, budgets, and contingency planning |