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|  |  |  | GOAL: | Goal description goes here |  |  |  |  |  |  |
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|  |  |  | S | M | A | R | T |  |
|  |  |  | **Specific** about the approach.What? Where? Who? Why? | **Measure** the progress and performance. | **Accomplishing** the objective requires skills, tools and resources. | **Relevant** goals make sense. | **Time bounding** is necessary to define the task in full. |  |  |
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|  |  |  | OBJECTIVES & ACTION STEPS | SUCCESS MEASURES | TOOLS & RESOURCES | RELEVANT TO COMPANY | TIME FRAME & MILESTONES |  |  |
|  |  | **1** | Generate greater number of leads for sales team by launching blog on our website | Monthly leads increase 3% | Freelancer for blog writing.IT department for blog design and functionalities. | Blog leads convert to customers | Monthly checks |  |  |
|  |  | **2** |  |  |  |  |  |  |  |
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|  |  |  | **Prepared by:** | Gilbert Foster |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | [Templatelab.com](http://templatelab.com/) |  |  |