

SMARTIE GOALS

STRATEGIC

Reflects an important dimension of what your organization seeks to accomplish (programmatic or capacity-building priorities).

MEASURABLE

Includes standards by which reasonable people can agree on whether the goal has been met (by numbers or defined qualities).

AMBITIOUS

Challenging enough that achievement would mean significant progress—a “stretch” for the organization.

REALISTIC

Not so challenging as to indicate lack of thought about resources, capacity, or execution; possible to track and worth the time and energy to do so.

TIME-BOUND

Includes a clear deadline.

INCLUSIVE

Brings traditionally marginalized people—particularly those most impacted—into processes, activities, and decision/policy-making in a way that shares power.

EQUITABLE

Seeks to address systemic injustice, inequity, or oppression.



GOAL:

Date to begin:

Date to complete:

Measures:



Plan:



Date to complete:



Date to complete:



Date to complete:

How can we make sure the goal and actions are inclusive?

Does the goal explicitly prioritize racial equity?

