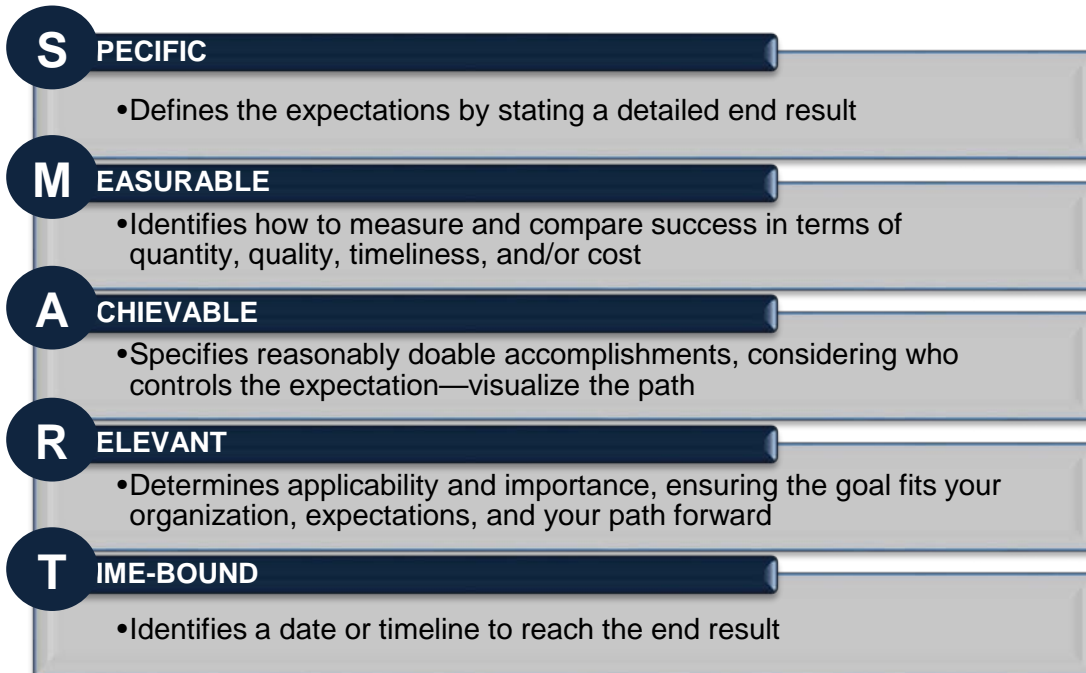# SMART Goals and Objectives

Use SMART goal criteria to transform your basic goals into something more workable and supportive to your SMS's continuous improvement

S PECIFIC
- Defines the expectations by stating a detailed end result

M EASURABLE
- Identifies how to measure and compare success in terms of quantity, quality, timeliness, and/or cost

A CHIEVABLE
- Specifies reasonably doable accomplishments, considering who controls the expectation—visualize the path

R ELEVANT
- Determines applicability and importance, ensuring the goal fits your organization, expectations, and your path forward

T IME-BOUND
- Identifies a date or timeline to reach the end result

DEVELOPING & IMPLEMENTING SMART GOALS AND OBJECTIVES

1. Use identified trends and problem areas to develop goals.

2. Brainstorm with employees on how to achieve these goals; then develop objectives.

3. Assign responsibility to each objective.

4. Determine how employees can help contribute to accomplishing the goals and communicate the goals to them.

5. Post goals and objectives in a location where employees can view them at any time.

6. Evaluate progress periodically to verify you are on your way to meet the goals – share your progress.

7. Keep employees involved; continue notifying employees about how they can assist in meeting the established goals.

8. Measure your success when a deadline is met; if you are unsuccessful in meeting a goal, determine why the goal was not achieved.

9. Revise unsuccessful goals for future success; use identified trends and problem areas to identify new goals.

> **Goal:** A desired result or end-point you hope to achieve; usually focused on a longer term.
>
> **Objective:** Steps taken to accomplish a goal; always measurable and focused on a shorter term.

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July 2021

Examples of Safety & Health Goals and Objectives

	POOR	GOOD
GOAL	Improve our safety record.	Reduce our OSHA recordable injuries by 50 percent over the next five years.
OBJECTIVE	Increase employee safety training.	Provide monthly safety training sessions to each group (throughout fiscal year 2021–2022) at which 90 percent of employees attend.

Note: The above are examples only. Use your specific site information, trends, needs, and leadership goals to set your own safety and health goals and objectives.

Transforming a generic goal into a SMART goal

Original, Generic Goal	
I want to improve our safety record.	Not specific, not measurable, achievable or relevant, no time constraint

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New Goal Statement	Improvement
I want to improve our safety record **by reducing injuries.**	More specific, identifying an exact item to achieve
I want to improve our safety record by reducing **OSHA recordable** injuries.	Increasing specificity, identifying which injuries
I want to improve our safety record by reducing OSHA recordable injuries **by 50 percent**.	Even more specific, focusing on a measurable amount
I want to reduce our OSHA recordable injuries 50 percent **over the next five years**.	Adds deadline to the goal

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Final, SMART Goal	
Reduce our OSHA recordable injuries by 50 percent over the next five years.	Eliminates 'I/We want' phrase, uses present-tense language, and follows SMART criteria: answers the specifics of who and what; includes numeric measures of quantity; sets a seemingly achievable "when"; is relevant based on trends; and includes a time frame for completing the goal.

For additional information on the SMCX's services, please visit the SMCX-hosted website at https://smscx.org/.

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