S M A R T

Specific:

The statement describing the desired result has to be clear and concise. It has to relate to the overall purpose of the meeting. Broad terms and words should be avoided

Specific Action Words	***Vague Action Words***
• Write	• Know
• Name	• Enjoy
• List	• Understand
• Solve	• Appreciate
• Identify	• Believe

Measurable:

Objectives need to be worded to the desired result can be measured or observed

Attainable:

It is important to challenge meeting participants, however desired results must be realistic within the time constraints of the meeting

Attainable Statements

Write two meeting objectives for your next meeting by the end of this document

Relevant:

Objectives need to be relevant to the information presented during the meeting. For example, if you attend a sales meeting designed to communicate a new product offering, you might be expected to identify the product name and list the primary target market. Using the same example, it would not be relevant to write an objective that says you can fix any problems the customers might encounter using the product.

Time Based:

Objectives need to have a time frame in which the desired result is expected to be achieved

Time Based Statement	***Non Time Based Statement***
Write two meeting objectives for Your meeting in the next 5 minutes	Implement the practices presented in this program for you meeting

TIP

When writing objectives, ask the following questions...

1. Why is the meeting being held?
2. What are you trying to accomplish?
3. How are you going to measure what you want to accomplish?
4. Who is responsible for what?
5. What is the methodology used to accomplish the purpose?
6. Who is the audience?
7. What is the budget?
8. Where is the funding coming from?
9. What are you trying to influence?
10. How do you measure the success of the meeting?

Once you have enough background information, write the first draft of the meeting objectives.
Review again against the criteria above and share with associates to make sure you are going in the right direction

Construction:

- **To**
- **Measurable Action**
- **Key Results**
- **Time Frame or Target Date**
- **Cost (if applicable)**