

## “SMART” Action Items

“SMART” is an acronym for the characteristics of practical, achievable Action Items that will help us achieve our comp plan goals. The general criteria are explained below:

**S** Action Items are **Specific**, focused and clear.

- What will you do? How will you do it?
- Why is it important to do now?
- State Action Items in as much detail as possible.
- State Action Items in a positive way “We want XXX” is more effective than “We don’t want XXXX.”

**M** Action Items have **Measurable** outcomes.

- “If you can’t measure it, you can’t manage it.”
- Establish (or borrow) criteria to measure progress.
- Determining progress helps maintain progress.

**A** Action Items are **Accepted/Agreed** to as our own.

- We have to really want to achieve the goal so we will to do the work.
- Action Items should be consistent with what we value and believe.
- Action Items should not be in conflict or be inconsistent with each other.

**R** Action Items are **Realistic/Reachable** and meaningful for our community.

- Reachable Action Items will stretch us without crippling or terrifying us.
- Completing the Action Items should be satisfying in itself.
- Satisfaction is motivation for the next round of Action Items.
- Big Action Items should be subdivided into tasks of more manageable size.

**T** Action Items are **Time-sensitive with a Time-frame** for completion.

- Action Items are for making progress now, not for “someday”.
- A time-frame helps us create meaningful objective steps/tasks.
- Appropriate time pressure helps to keep us motivated.