

TOOL 3.4

Characteristics of SMART Project Objectives

- ♦ **Specific:** The objective tells exactly what, where, and how the completeness of the project deliverable will be measured.
 - ♦ **Measurable:** The objective states exactly how the project deliverable will be quantified—how much, how many, and how well.
 - ♦ **Action-oriented:** The objective uses “activity indicators” to ensure that something will be done. Use action-oriented verbs such as *deliver*, *implement*, *establish*, and *supply* to define how the project will present the expected results.
 - ♦ **Realistic:** The objective is a result that can be achieved in the time allowed and with the resources supplied.
 - ♦ **Time-bound:** The objective includes a specific date by which it must be achieved.
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