

Module 1: Philosophy

— SMART Goals

What is the tool

A tool to increase clarity, focus, and the effectiveness of a football organization's goals to support the creation of a legacy.

Why use this tool

SMART, an acronym for **S**pecific, **M**easurable, **A**chievable, **R**ealistic (or relevant), and **T**ime-bound, is a goal-setting guide ensuring that objectives are clear, carefully planned, and trackable. This well-defined and time-bound approach can improve the ability of organization's to be able to reach their goals by providing clarity, focus, and motivation to take clear and decisive action towards meeting them.

Specific

Measurable

Achievable

Realistic

Time-bound

When to use this tool

This tool can be used to support football organization's at any point when they are setting goals. The SMART goals tool can also be a useful refresher at any stage of a process to ensure that the intended outcomes (goals) for the football organization are on-track and achievable.

How to use this tool

When creating your SMART goals, you may want to consider the following criteria and answer the questions for each characteristic:

Specific: Who, what, when, why, where?

Measurable: How much/many? How does one know if a goal has been reached?

Achievable: Goals should be challenging, not impossible. Are the necessary resources and abilities available? Has it been accomplished by others?

Realistic: Have enough resources and time been provided to attain the goal?

Time-bound: By when should the goal be attained?