LANGUAGE HINTS IN WRITING S.M.A.R.T OBJECTIVES

Action verbs are observable, and communicate the intent of what is to be attempted.

Some examples of action verbs to use include:

- activate
- address
- adjust
- analyze
- apply
- assess
- balance
- build
- calculate
- change
- compare
- create
- define
- describe
- design
- determine
- develop
- evaluate
- examine
- explain
- identify
- indicate
- interpret
- locate
- measure
- name
- organize
- prepare
- quote
- recall
- select
- transfer
- use
- validate

Verbs to Avoid			
Immeasurable verbs or phrases such as:	**Passive or vague verbs such:**		
to know	appreciate	devise	feel
to learn	realize	partner	facilitate
to enjoy	be aware of	support	know
to believe	coordinate	understand	enhance

EXAMPLES: S.M.A.R.T OBJECTIVES

Goal		S.M.A.R.T Objective
Community members will be trained on the curriculum.	➡	By the third year of the grant period, program staff will have trained 80% of school nurses on the selected train-the-trainer curriculum.
Event participants will know how to do a community assessment.	➡	By the end of the conference, 90% of participants will be able to identify at least three strategies that can lead to a successful assessment of their community.
Smoking rates will be reduced.	➡	By 2020, the rate of smoking in the state will decrease by 25%.
I will lose weight to be healthier.	➡	I will lose 5 pounds by June 1 by eliminating sugar from my diet and walking 10,000 steps every day.
Increase the number of work sites that adopt heart-healthy insurance options.	➡	By December 31, 2014, 50 work sites that participated in the Chamber of Commerce education day will offer employee health insurance benefit packages that include comprehensive rehabilitation services for heart attack and stroke survivors.

ADDITIONAL TIPS FOR SETTING S.M.A.R.T OBJECTIVES

- You do not need to necessarily use the S.M.A.R.T order to write objectives. Often the best order to write objectives is: M-A/R-S-T.
- Measurable is the most important consideration. If you can measures results, you can show evidence; then it will show the objectives has been achieved.
- Always assess the limitations. Know where the money is coming from.
- Decide if it is a high priority. If not it may be hard to achieve.
- A deadline is necessary; otherwise your objective is not (M) measurable. Deadlines must be (R) realistic; otherwise the task isn't achievable.

References

1. Human Resources Service Centre. Edith Cowan University. (2010). Management For Performance (MPS). *How to write SMART objectives.* Retrieved from http://www.hr.ecu.edu.au/mps/html/mps-smart-write.cfm