

Creating SMART Performance Goals

Effective Performance Goals are organizationally aligned and follow the SMART methodology.

SPECIFIC

- S** • Clearly stated
- Describes a function to be performed
- Uses action verbs to describe what has to be done

MEASURABLE

- M** • Quantifiable
- Has defined limits and parameters
- Results are observable

ATTAINABLE

- A** • You have the required level of skill, knowledge and experience to be successful
- You have the resources to carry out the work

RELEVANT

- R** • Clearly linked to Gallagher's business objectives
- Related your key job tasks
- Will help you achieve development objectives/career plans

TIMELY

- T** • Amount of time needed to complete the goal is pre-determined
- The frequency with which work must be performed is established
- Clearly defined completion date

- The "SMART" model to the left provides a guide for defining goals.
- Consider the criteria that defines success in the role and whether or not current goals are aligned to the business's objectives.
- Goals may be challenging and could require that employees stretch their current skills and abilities, however, they must be possible to achieve. Goals should also address your developmental needs and career interests.
- Throughout the year, the most effective teams are having frequent conversations about their goals, their progress, and their result.

