



# SMART GOALS

TEMPLATE

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# SMART Goals

SMART goals are specific, measurable, achievable, relevant, and time-bound goals that can help small business owners set and achieve their objectives.

Here is a breakdown of each element and how to apply them to your small business:

Examples of SMART goals for small businesses include; increasing revenue by a specific percentage, improving customer retention rates, launching a new product or service, reducing expenses by a certain amount, increasing website traffic or social media followers, and expanding into a new market or geographic region.

To set SMART goals for your small business, follow these steps:

1. Identify the areas of your business that require improvement or growth.
2. Write down your goals using the SMART framework.
3. Assign responsibilities and establish a plan of action to achieve each goal.
4. Set up a system to track progress and hold yourself accountable.
5. Celebrate milestones and successes along the way.

## What does SMART stand for?

**S - Specific:** Your goal should be clear and specific. It should answer the questions of who, what, why, when, and where. For example, "Increase revenue by 10% in the next quarter by expanding our product line."

**M - Measurable:** Your goal should be measurable so you can track progress and determine if it has been achieved. This could be a percentage, a dollar amount, or a specific number of items sold.

**A - Achievable:** Your goal should be achievable based on your available resources and capabilities. Avoid setting unrealistic or unattainable goals that could lead to frustration and disappointment.

**R - Relevant:** Your goal should be relevant to your business objectives and align with your overall strategy. Consider how this goal fits into the bigger picture of your business.

**T - Time-bound:** Your goal should have a specific deadline or timeframe for completion. This can help you stay focused and motivated to achieve it.



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<b>S</b>	What do you want to accomplish? Who needs to be included? When do you want to do this? Why is this a goal?
<b>SPECIFIC</b>	

<b>M</b>	How can you measure progress and know if you have successfully met your goal?
<b>MEASURABLE</b>	

<b>A</b>	Do you have the skills required to achieve the goal? If not, can you obtain them? What is the motivation for this goal? Is the amount of effort required on par with what the goal will achieve?
<b>ACHIEVABLE</b>	

<b>R</b>	Why am I setting this goal now? Is it aligned with overall objectives?
<b>RELEVANT</b>	

<b>T</b>	What's the deadline and is it realistic?
<b>TIME-BOUND</b>	



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<b>M</b> <b>MEASURABLE</b>	
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<b>A</b> <b>ACHIEVABLE</b>	
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At SiGNAL we provide workspaces to help you get your business off the ground and grow. From meeting rooms, offices and desk hire, we have workspaces for entrepreneurs, sole traders and micro businesses right in the heart of Bordon.

We also offer fantastic business networking events - because who you mix with matters!

Why not check out the BiZHUB for yourself. Simply go to our events page and book onto our next event!

Find out more about SiGNAL by visiting our website.

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