

# A S.M.A.R.T Career Goal

- S = Specific
- M = Measurable
- A = Achievable
- R = Relevant
- T = Time Sensitive

# S.M.A.R.T Goals

- **Specific** (simple, sensible, significant)
- **Measurable** (meaningful, motivating)
- **Achievable** (agreed, attainable)
- **Relevant** (reasonable, realistic and resourced, results-based)
- **Time bound** (time-based, time limited, time/cost limited, time-sensitive)



# S.M.A.R.T Goals

- **Specific** (simple, sensible, significant)

*I will expand my Tennis Pro Shop level of service for Racquet Repairs, and separate myself from my competition, by adding a guarantee of racquet stringing/repair turn-around within 24 hours of receipt. I will announce this new guarantee by January 1.*



# S.M.A.R.T Goals

- **Measurable** (meaningful, motivating)

*Offer a guarantee of racquet stringing/repair turn-around within 24 hours of receipt.*



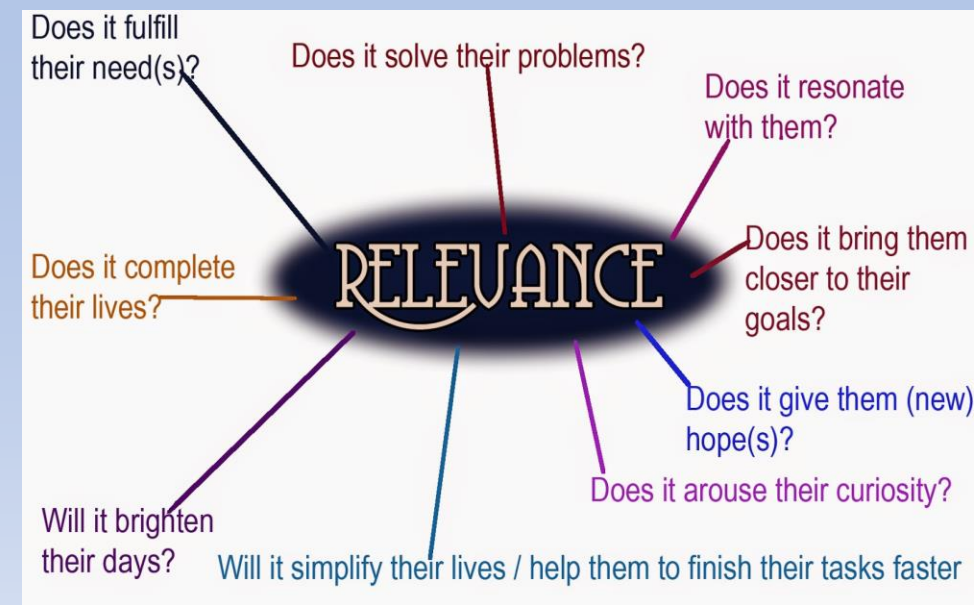
# S.M.A.R.T Goals

- **Achievable** (agreed, attainable)



*Actions include the need to have a racquet stringer available every day.*

# S.M.A.R.T Goals



- **Relevant** (reasonable, realistic and resourced, results-based)

Hire a stringer to work the pro shop counter; or

Schedule a stringer each day; or

Ask staff professionals to have racquet stringing responsibilities

# S.M.A.R.T Goals



- Time bound (time-based, time limited, time/cost limited, time-sensitive)
  - *Have workers in place by mid-December for a January 1 start date*
  - *Prepare marketing pieces by December 15 for a January 1 start date*

# S.M.A.R.T Goal #1



- **I will open the email from Rachel and complete the Professional Development Questionnaire by Monday bedtime**