

 S M A R T

## SPECIFIC

- Define very clear, specific goals
- In order to achieve the overall goal, it makes sense to define smaller specific sub-goals

## MEASURABLE

- Goals must be measurable
- Helpful for progress control
- Measurable goals are best expressed in numbers

## ACCEPTED

- Goals must be set in such a way that they are accepted by the other group members
- Only accepted goals are implemented

## REALISTIC

- Only goals that are actually realistic and can be met will lead to success
- Very important for motivation and workflow

## TIMED

- By when must the overall goal/ sub-goal be achieved?
- It is helpful to set binding time schedules that everyone can follow