Are your goals SMART?

Goal setting increases the chance of success because it motivates teams to meet challenges and encourages accountability, but writing strong goals can be tricky. Using the SMART goal-setting technique can help you create clear, concise, and measurable goals that will foster success when developing an action plan for your child nutrition program.

**SPECIFIC**


**MEASURABLE**

Establish clear benchmarks to determine if you are reaching your goal. How will success be measured? How much, how many, how often?

**ACHIEVABLE**

Is this something you can actually accomplish? Is the goal attainable with the time, resources, and skill sets available?

**RELEVANT**

Is the goal appropriate for your specific program? Does it really address your needs? Does it align well with existing goals?

**TIME BOUND**

Tying the goal to a timeline creates a sense of urgency and accountability that keeps the project moving forward.