

CHALLENGE 13 BRICKS & MORTAR 21 BUSINESS CHALLENGE

SMARTER goals - STRENGTHS

GOAL: _____

SPECIFIC	MEASURABLE	ACTIONS	REALISTIC/RESOURCES	TIMED
As detailed as possible.	How will this goal be measured?	<ul style="list-style-type: none"> • What needs to get done? • Who is involved? • How will this goal be achieved? • When will this action take place? • Where will this action take place? 	<ul style="list-style-type: none"> • What resources will be required to complete this goal? • How realistic is this goal? 	<ul style="list-style-type: none"> • What is the deadline?
ETHICAL: Does this goal align itself to the businesses values?				
RECORDED: Where has this goal and action plan been recorded?				