

# How to... set objectives

In setting objectives for measuring performance, remember that they must be:

## **S**pecific

- Each objective should be specific in content
- Do not mix areas together or you will find the objective difficult to measure

## **M**easurable

- How will you know if the objective has been achieved?
- What measurements are written into it, such as percentage improvements or financial targets?

## **A**chievable

- Make the objective achievable or else it could lead to de-motivation
- An objective should stretch the person but not totally beyond their reach

## **R**ealistic

- Is the objective within the bounds of the individual?
- It must be relevant to their position and remit of responsibility

## **T**ime Bound

Include time scales for achievement

- When will you review it and what do you expect to have happened by each review stage?
- When is the overall completion date?

