**SMART** stands for:-

**S is for Specific**

* Unless objectives are clear, the Council has little chance of achieving them.

**M is for Measurable**

* The objectives must be capable of being monitored and establishing whether or not the council has met them.
* Such measurements may be quantitative or qualitative.
* Potential ambiguities in the monitoring criteria should be identified and eliminated.

**A is for Achievable**

* Easy-to-meet objectives are unlikely to stretch the council.
* If objectives are too difficult to achieve they can have a de-motivating effect.
* Imposed objectives also tend to have a de-motivating effect.

**R is for Realistic**

* Objectives should be within the council’s capability, potential and control.

**T is for Time-framed**

* Dates for reviewing progress should be set and the objectives themselves should either have deadlines or relate to a particular period.