

## Developing a Vision and Mission Statement: SMART Approach

“The SMART format—a widely used method for developing goals in schools and businesses—provides a framework for developing goals and action steps to help you focus on what really needs to be done. *SMART* stands for Specific, Measurable, Achievable, Relevant, and Time Frame. Figure 2.1 demonstrates the difference between traditional goals and progressive SMART goals. You can use this table as a guideline to develop your goals, checking to make sure that they meet the five parameters. (Developing a Vision and Mission Statement, 2012)

After creating your goals, the next step is to develop SMART action steps—tasks or activities that you will engage in to achieve the goals. Figure 2.2 depicts an action step developed to help meet the SMART goal in Figure 2.1.

Specificity and clarity are key elements. When developing each goal and action step, consider the following questions:

- **Why** does it need to be done?
- **Who** will be affected, who is responsible, and who will participate? Who is the audience, and who are the stakeholders?
- **What** needs to be done? The "what" should be in direct relation to the purpose.
- **When** will this take place? When will we know we are done? When can our progress be measured?
- **How** will it be measured? How will you know it was successful?

\*Source: Gabriel, John & Farmer, Paul. “Developing a Vision and Mission Statement,” [www.ascd.org](http://www.ascd.org), 2012. <http://www.ascd.org/publications/books/107042/chapters/developing-a-vision-and-a-mission.aspx> [retrieved December 5, 2012]