

SMART goal worksheet

One goal, one page. Type into the five boxes, then write the finished goal at the bottom.

GOAL OWNER AND CYCLE

Who owns it

Which quarter or cycle

S Specific What exactly will change, and who is doing it?

Name the thing, not the theme. "Cut onboarding time" beats "improve onboarding".

M Measurable What number tells you it happened? From what, to what?

Write both ends. A target with no starting point cannot be scored.

A Achievable What makes this possible: capacity, budget, who is free?

If nothing has to change for this to happen, it is probably not a goal.

R Relevant Which company goal does this move, and how?

If you cannot name the bigger goal it serves, park it.

T Time-bound By when, and when will you check in on the way there?

A deadline with no check-ins is a surprise waiting at the end of the quarter.

WRITE THE FINISHED GOAL AS ONE SENTENCE

The quarter, on one page

Every goal your team is running this cycle. Keep it to five: a list nobody can recite is not a plan.

GOAL	OWNER	MEASURE (FROM → TO)	DUE

CHECK-IN RHYTHM

When you look at this sheet again (weekly is enough). Write the day and the time, or it will not happen.

When a sheet stops being enough

A sheet is the right tool for writing a goal. It is the wrong tool for the twelve weeks afterwards, which is where goals actually die. Celorly is built for those twelve weeks.

- › Every goal keeps its baseline and its target, so progress is a number rather than a feeling.
- › One named owner per goal, and a weekly check-in that takes seconds instead of a meeting.
- › The quarter ends on a scoring screen, so a missed number produces a conversation instead of silence.

Free while it is just you. celorly.com