

SMART Strategy Builder

This worksheet will help you set specific, actionable strategies that can be incorporated into the goals of your strategic plan.

What are SMART strategies? SMART strategies are:

Specific: Is the strategy detailed enough that someone who isn't a part of our team would know what needs to be done and how?

Measurable: Is there a clear way to measure success?

Actionable: Is there a clear series of steps to take to accomplish your strategy?

Realistic: Is it possible to reach this strategy considering the resources available to your team?

Time Bound: When will the strategy be accomplished?

This strategy is **SPECIFIC** since it is clear what needs to be done.

This strategy is **MEASURABLE** because it defines success quantitatively.

Two sample SMART Strategies:

1. Academic College X will double the number of research collaborations and funding proposals focused on sustainability by June 2015.

2. Support Unit Y will create and pilot a new sustainable purchasing program for at least two commodities by August 2014.

This strategy is **TIME BOUND** because it describes when the strategy needs to be complete.

This strategy is **REALISTIC** because it considers available resources.

This strategy is **ACTIONABLE** since it implies a clear series of steps.

