

# Weekly10



WEEKLY10 CUSTOMER BEST PRACTICE GUIDE

## SMART Goals

A brief guide on what makes a great SMART goal and how to set them in Weekly10

# What exactly are SMART goals?

Developed in the early 1980's the SMART goal framework is a tried and tested goal-setting process that helps leaders and managers build more successful teams.

By setting objectives and creating a clear plan on how your people will hit their targets, managers and employees can better decide how to spend their time and resources.

The framework is simple to follow and implement thanks to the handy acronym that details the process: SMART:

- S Specific
- M Measurable
- A Achievable
- R Relevant
- T Time-Bound

We'll take a closer look at each of these on the next page.



01

## Specific

Firstly, your goals need to be clear and provide you with a concise aim that will give you a sense of direction.

If you simply set a goal to improve website traffic, it won't give you enough guidance to stay motivated or recognise when you've reached your objective.

Instead, you need to ask yourself the following questions:

- What do we want to achieve?
- Who needs to be involved?
- How are we going to achieve this?
- What challenges might we face?

02

## Measurable

For goals to be effective, they need to be measurable. That way you'll be able to assess your success and know whether or not you've achieved your objectives.

Therefore, you should consider:

- How will we know when we've been successful?
- What will we measure to assess performance?

03

## Achievable

All too often we set targets that are unachievable (hello New Year's resolutions!) Key to a great SMART goal is setting smaller objectives that we will actually be able to complete. Ask yourself:

- How can I accomplish this goal?
- How realistic is the goal?

04

## Relevant

Why do you want to achieve this goal? Smaller goals should be always relevant to the broader objectives, or the ones your company and team is striving for.

- Do my goals align to the team, department and organisational targets?
- Is the task worthwhile?

05

## Time-Bound

Every goal needs to have a time frame. It's imperative so that you know how to prioritise your time and organise your workload.

Ask questions such as:

- When do I aim to achieve this goal?
- What can I achieve in 6 months?
- What can I achieve in a year?



# SMART goal examples

So what does a great SMART goal look like?

## The bad.

Imagine you work in a marketing team. You need to improve your website performance. A bad goal will be vague and unmeasurable without a time frame, like this:

### **Improve website performance**

## The good.

Using the same example as above, let's say you're responsible for improving website performance. A great SMART goal might look like:

### **Increase organic website traffic by 10% in the next six months. Do this by increasing from 2 to 4 blogs per week, focusing on our 5 most successful topics.**

To get to this concise but clear SMART goal you will likely need to work through each of the 5 SMART elements, which may take some time to do correctly. But it's well worth taking your time to produce SMART goals that work and create an impact.



# Setting SMART goals in Weekly10

## Who can set goals?

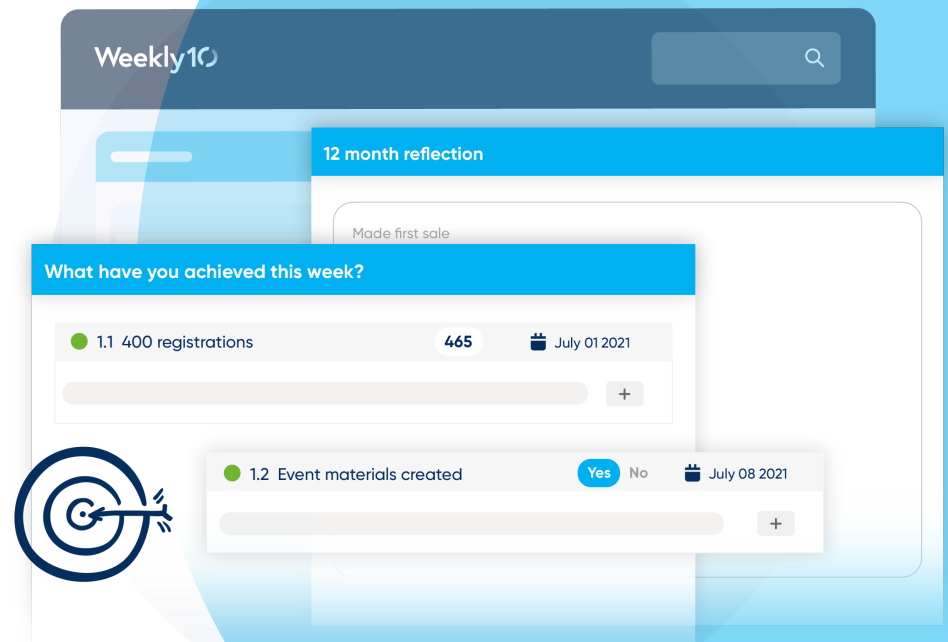
All Weekly10 users can set SMART goals. Depending on your access level, you may only be able to set them at certain distribution levels.

1. **Employees:** Personal-level goals only
2. **Managers:** Team-level and department-level goals
3. **Admins:** All levels including company-wide.

## The difference between Objectives and Goals in Weekly10

Objectives are an umbrella term for a high-level aim, with a start and end date. They aren't measurable by themselves. However, add sub-goals that are measurable to track progress.

Goals are for more tactical deliverables. They are time-bound, have measurable success criteria and specific



# A step-by-step guide to setting goals

No matter what level of SMART goal you set, the process is the same.

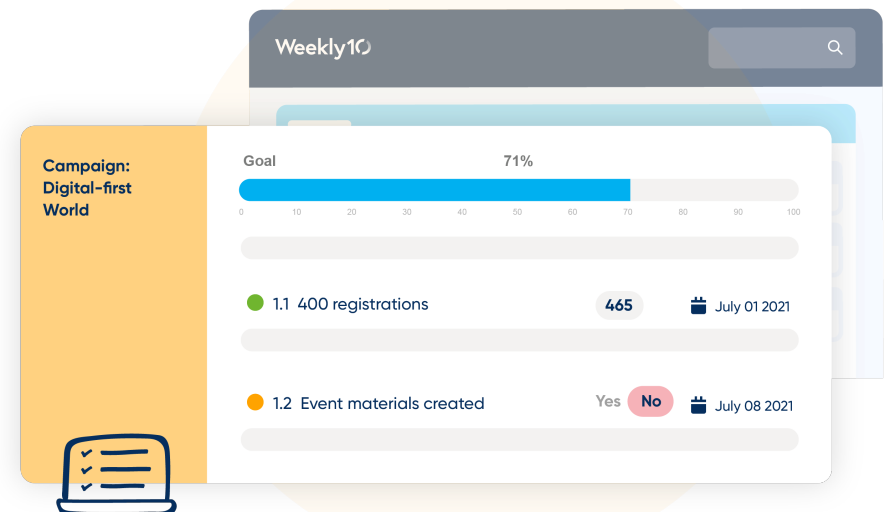
1. Go to the 'Goals' tab. If you're an admin user this can be found on your 'organisation' page.
2. Select the required goal scope (personal, team, department or organisation)
3. Click on 'Add Goal'.
4. Create either a strategic Objective or a more tactical Goal.
5. Select a Responsible Person who is assigned the responsibility to update this goal on a regular basis on behalf of the organisation. It won't form part of their personal goals.
6. Set your goal measurement parameters.
6. Add further sub-goals if necessary, which can help break this target down. You set these in the same way as the top-level goal
7. Click 'Save'
8. The Goal will now be created and visible within the current dashboard. Org level goals are visible to all employees in the organisation.

## Auto-calculate or not?

You have the option to set the Goal to auto-calculate. When setting this, the overall progress of this goal will not be manually updated.

Instead it will take its value from the sub-goals (either at this level or lower levels.) Auto-calculate is useful for aggregating data such as sales figures from different departments or tracking the success of an initiative or project which is split into sub-goals.

When using auto-calculate with the % unit you may also add sub-goal weights.



# Viewing goals that have been set

## How to view the goals set for our organisation, teams and departments

It's really simple to track what goals have been set across your business:

1. On the goal screen, at the top left hand side you will see 3 pre-set options for 'Team', 'Department' and 'Organisation'.
2. Selecting one of these will display all the goals set at that specific level within your organisation. For example, selecting 'department' will show all department level goals, split out by department.

## How to view the goals set for a specific team and department

With our filtering tool you can very quickly find goals that are set for any particular team or department of interest

1. On the goal screen, at the top left hand side you will see a small funnel icon to the right of the 'Team', 'Department' and 'Organisation' pre-set filters.
2. Selecting this icon will allow you to filter goals more specifically than the pre-sets allow.
3. Using the options here you can search for specific teams, sub teams, departments or even individuals to see what goals they are working towards.

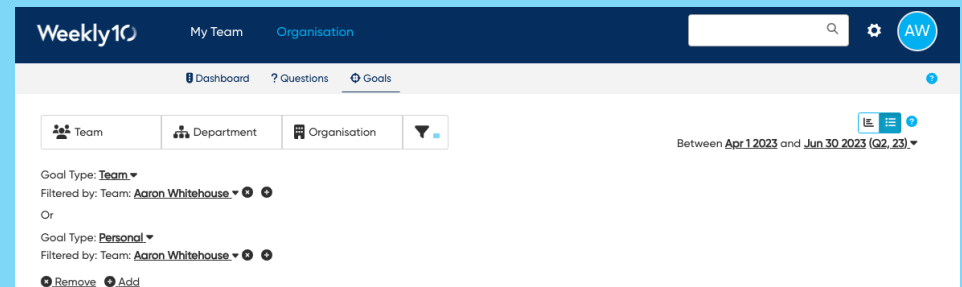
## How to view my own goals

There are two ways to see your own set goals.

One is via the check-in, as goal updates are part of your Weekly10 check-in. To see your goals this way, simply launch your check-in and scroll to the second section (goals). You can exit out of your check-in if you do not wish to submit an update.

The other approach is to use the 'Me' tab :

1. From the 'Me' tab or dashboard, select goals.
2. By default your personal goals will be displayed. This can be changed using the pre-set options or custom filtering in the top left-hand corner. To get back to your own goals simply select the 'My Goals' pre-set.



## SMART goals in Weekly10

SMART goals are super simple to set and use in Weekly10. We're here to help you get started.

If you're interested in knowing more, contact your Customer Success Partner or check out our SMART goal support pages.

If you're already using SMART goals but would like any support at all, please reach out.

We're here to help.



For industry insights, head to [weekly10.com/resource-hub](https://weekly10.com/resource-hub)

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