

WORKSHEET 6.1: DEFINING SMART OBJECTIVES

Purpose: This worksheet will help you assess whether the communication objectives you have developed are SMART.

Directions: Write each communication objective you have developed and verify it is SMART using the check list. Use the checklist to identify the areas of the communication objective which need to be improved in order for it to be SMART

Please note that this worksheet is followed by a completed example that you can use as reference if necessary.

Program Goal: _____

Communication Objective 1: _____

Review the above communication objective against the criteria below:

Criteria for Assessing the Objective	Yes	No
Is the communication objective SMART?		
Is the objective Specific ? (Is the target population, geographic location and the activity required of them clear?)		
Is the objective Measurable (Is the amount of expected change defined?)		
Is the objective Attainable ? (Can it be achieved within the timeframe stated and with the resources available?)		
Is the objective Relevant ? (Does it contribute to the overall program goal?)		
Is the objective Time-bound ? (Is the timeframe for achieving the objective stated?)		
Does the objective relate to a single result?		
Is the objective clearly written? (Are the desired action and outcome clear?)		

If you have answered “No” to any of the above question on the checklist, you should redefine the objective to ensure it fits all the above criteria.

Improved Communication Objective: _____
