## Bellajack Consulting

## SMART Matrix

In the following matrix you can insert your previously constructed Goals for your business.

In order to be able to utilize them for the development of an effective strategic programme it is critical that these goals be converted into meaningful and SMART Objectives. As a starting point we will subject each of these goals to the 5 SMART tests such that we have identified where they

1. definitely pass the 5 SMART tests (5 Y’s),
2. where they definitely fall short on at least one measure (at least one N), and
3. where they come pretty close but we are not 100% sure ( at least one ?).

Where our Goals are in either of the latter two categories you will need to restructure and/or reword them so that they do comply with each of the SMART criteria tests. Only then can we apply them to the building of the strategic programme which will deliver the objectives, goals and the end game.

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| --- | --- | --- | --- | --- | --- | --- |
| **Financial Goals** | | **S**  *Specific* | **M**  *Measurable* | **A**  *Achievable* | **R**  *Relevant* | **T**  *Time Bound* |
| **F1** |  |  |  |  |  |  |
| **F2** |  |  |  |  |  |  |
| **F3** |  |  |  |  |  |  |

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| **Client Goals** | | **S**  *Specific* | **M**  *Measurable* | **A**  *Achievable* | **R**  *Relevant* | **T**  *Time Bound* |
| **C1** |  |  |  |  |  |  |
| **C2** |  |  |  |  |  |  |
| **C3** |  |  |  |  |  |  |
| **C4** |  |  |  |  |  |  |
| **C5** |  |  |  |  |  |  |
| **C6** |  |  |  |  |  |  |
| **C7** |  |  |  |  |  |  |
| **C8** |  |  |  |  |  |  |

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| **Process Goals** | | **S**  *Specific* | **M**  *Measurable* | **A**  *Achievable* | **R**  *Relevant* | **T**  *Time Bound* |
| **P1** |  |  |  |  |  |  |
| **P2** |  |  |  |  |  |  |
| **P3** |  |  |  |  |  |  |
| **P4** |  |  |  |  |  |  |
| **P5** |  |  |  |  |  |  |
| **P6** |  |  |  |  |  |  |
| **P7** |  |  |  |  |  |  |
| **P8** |  |  |  |  |  |  |
| P9 |  |  |  |  |  |  |
| **P10** |  |  |  |  |  |  |
| **P11** |  |  |  |  |  |  |
| **P12** |  |  |  |  |  |  |

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| --- | --- | --- | --- | --- | --- | --- |
| **Resource Goals** | | **S**  *Specific* | **M**  *Measurable* | **A**  *Achievable* | **R**  *Relevant* | **T**  *Time Bound* |
| **R1** |  |  |  |  |  |  |
| R2 |  |  |  |  |  |  |
| **R3** |  |  |  |  |  |  |
| **R4** |  |  |  |  |  |  |
| **R5** |  |  |  |  |  |  |
| **R6** |  |  |  |  |  |  |
| **R7** |  |  |  |  |  |  |
| **R8** |  |  |  |  |  |  |
| **R9** |  |  |  |  |  |  |
| **R10** |  |  |  |  |  |  |
| **R11** |  |  |  |  |  |  |
| **R12** |  |  |  |  |  |  |
| **R14** |  |  |  |  |  |  |
| **R15** |  |  |  |  |  |  |
| **R16** |  |  |  |  |  |  |
| **R17** |  |  |  |  |  |  |
| **R18** |  |  |  |  |  |  |
| **R19** |  |  |  |  |  |  |
| **R20** |  |  |  |  |  |  |