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
ACTIONABLE
since it implies a
clear series of steps.

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

This strategy is
REALISTIC
because it considers
available resources.

Worksheet for your planning team.

	1. Choose an area from the Strategy Framework on page 4 and write it here.
	2. Use the table below to help you focus on your strategy. Refer back to page 8 for leading questions and an example.
SPECIFIC	
MEASURABLE	
ACTIONABLE	
ACTIONABLE	
REALISTIC	
TIME BOUND	
	Use the sample SMART Strategy statements on page 8 to help you write your unit's SMART Strategy.
	You can write drafts of your strategy statement here. Keep trying different versions until it is clear and meets the SMART Strategy framework. Finally, be sure to decide who is responsible for making the strategy happen.