******Professional SMART Goal
Examples Cheat Sheet**



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| Marketing SMART Goal Example |
| Miles Bicklesby’s goal is to increase the number of brochure downloads for an international internship provider. Currently, 34.33 percent of people who download the organization’s brochures go on to apply to the program, so increasing brochure downloads should increase sales. By linking the brochures to the main industry pages, adding pop-up notifications, and developing relationships with travel and education bloggers, Bicklesby will increase brochure downloads by 50 percent in the next six months. |

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| Human Resources SMART Goal Example |
| Cynthia Okonkwo’s goal is to scan the physical human resources files, so they can be uploaded to a new digital file management platform. Beginning on July 5, 2023, Okonkwo and her team will start scanning the physical HR files. If the group can scan at least 78 complete files by the close of business on December 31, 2023, she will have achieved her goal. |

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| Entrepreneurship SMART Goal Example |
| Richard Chow’s goal is to raise $250,000 in six months, so he can secure enough funding for two years of operational costs. Through research, Chow has learned that companies with similar sales, costs, and total addressable market (TAM) have secured comparable amounts by crowdfunding investors. Therefore, in order to raise the money, he will prepare a presentation for potential investors that spotlights a trusted crowdfunding platform. |

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| Insurance SMART Goal Example |
| Kathy O’Reilly’s goal is to launch an aggregator site that provides homebuyers with the most qualified and reliable independent mortgage brokers nationwide. Beginning on January 2, 2023, O’Reilly will start offering an intake form to such independent advisors. By doing so, she should have proof of concept by June 30, 2023 and a fully functional web-based intake form by the end of the year. |

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| Real Estate SMART Goal Example |
| Matt Kleghorn’s goal is to sign at least 500 new renters for the year of 2023. Based on industry research, Kleghorn and his team have determined the following: By increasing digital ad spending by 20 percent and launching five new lifecycle campaigns in the first quarter of 2023, they will generate enough new lease deals throughout the year to achieve this goal. |

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| Business Operations SMART Goal Example |
| Genevieve Bujold’s goal is to improve the onboarding procedures at her company through the reconfiguration of employee training practices. She will audit and evaluate existing onboarding documents and resources, such as standard operating procedures, making adjustments where necessary for the purposes of clarity and effective communication. If successful, these actions will improve employee performance and reduce onboarding time by a factor of 15 to 20 percent annually. |

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| Sales SMART Goal Example |
| David Feldman’s goal is to generate at least five marketing qualified leads (MQLs) through LinkedIn per week. He will add each new lead to the CRM or a spreadsheet via a Zapier integration that responds each time an MQL label is added to the LinkedIn outreach software. The Zapier system will apply the LinkedIn outreach channel to the contact record in order to track the origin point of each lead. |

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| Professional Development SMART Goal Example |
| Simon Boateng’s goal is to expand his online professional network. This year, he plans to surpass the number of connections he made last year by messaging people on social media platforms, commenting on posts, and sharing content that potential connections might find interesting. He’ll keep track of his yearly goal by assessing his performance every three months. |

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| Nursing SMART Goal Example |
| Melanie Macchio has her Associate Degree in Nursing (ADN) and wants to increase her earning potential by getting a Bachelor of Science in Nursing (BSN). She aims to complete and send in applications to three universities by the December 15 deadline. Achieving this goal requires filling out application forms, writing essays, securing recommendations from previous teachers and supervisors, and assembling additional materials, like transcripts. |

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| Teaching SMART Goal Example |
| A teacher, Rajit Gupta, has noticed that his fifth-grade students are experiencing exam-related stress. He decides to allot 15 minutes of class time per day over the next two months to teaching his students stress reduction techniques. In order to measure the effect of this experiment, Gupta will distribute stress-assessment questionnaires on the first and final days of this program. |

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| Business Analyst SMART Goal Example |
| After performing an audit of a clothing retailer’s finances, business analyst Sonja Jorgensen determines that the company needs to cut production costs. She creates a plan to sell excess materials, such as fibers and textiles. She also secures a deal with a less expensive fabric wholesaler, thereby reducing the retailer’s material expenses by 25 percent. By making these changes, she will be able to decrease annual production costs by ten percent. |

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| Office Manager SMART Goal Example |
| Office manager Bill Rice has recently read studies showing that providing employees with learning opportunities can increase workplace productivity. He plans to pitch an initiative to company executives to start a scholarship program for employees who want to take enrichment and certification courses at the local university. He aims to draft and present a well-researched, convincing proposal by the end of the year. |

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