What is a SMART objective?

SMART objectives provide measurable targets that can be used within monitoring and evaluation to demonstrate whether the initiative or programme is successful. The following guidance provides a useful approach to writing smart objectives.

S Specific	• Specific plan of action. • Address a specific target or accomplishment that has an observable action, behaviour or achievement. • This target is typically linked to an identifiable change in rate, number, percentage or frequency. • Who is involved? • What do I want to achieve? • Where: Identify a location. • Why: Specific reasons, purpose or benefits of accomplishing the goal.
M Measurable	• Estimate who you are helping, how many people are being helped, what they will be able to do as a result, and the geographical range of your effort. • Use a measurement for tracking and recording of the change in behaviour or action upon which the objective is directed. • Outcomes that refer to a state of mind and use words like 'empower' are hard to measure because their definitions are vague. When using words that refer to a state of mind, ask yourself, what does it mean to be empowered? What does an empowered person do? Use the answers to formulate your outcomes more clearly (UNICEF 2010, 59).
A Achievable	Identify requirements and constraints. Look at your resources and timeframe to make sure you can actually reach your goal; if not, reassess your goal given the limitations.
R Realistic	Make sure that your goal is not based on unrealistic assumptions about available capacity to tackle the issue. Look hard at whether decision-makers can be influenced. Be realistic when you decide how many people you plan to change or influence. For example, take into account the political reality – if the government has a budget surplus, it might be a good time to push for funding for a new programme. However, if the government is facing budget deficits, then it would be more realistic to aim for a smaller project or a pilot programme.
T Time-Bound	Establish clear timeframes within which change should be achieved.

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Below is an approach to writing SMART objectives, that may help when you produce your own.

Write intended **RESULT**	To increase the number of children engaged in school
Then add **QUANTITY**	To increase the number of children engaged in school by 15%
Then add **TIME**	To increase the number of children engaged in school by 15% by 2018
Then add **TARGET** group/population	To increase the number of children engaged in school by 15% by 2018, through using sport as a motivational tool for attendance
Finally add **PLACE**	To increase the number of children engaged in school by 15% by 2018, through using sport as a motivational tool for attendance in India

This information has is taken from the Sport for Development and Peace Youth Advocacy Toolkit the full pdf has further details