



Setting Goals

Each ministry should develop 2-4 goals that guide the team's ministry. Use the following information to help you set SMART Goals that are clear, attainable and ones that can be evaluated.

S – Specific

When setting a goal, be specific about what you want to accomplish. Think about this as the mission statement for your goal. This isn't a detailed list of how you're going to meet a goal, but it should include an answer to the popular 'w' questions:

- Who – Consider who needs to be involved to achieve the goal
- What – Think about exactly what you are trying to accomplish and don't be afraid to get very detailed.
- When – You'll get more specific about this question under the "time-bound" section of defining
- Where – This question may not always apply, but if there's a location or relevant event, identify it here.
- Which – Determine any related obstacles or requirements. This question can be beneficial in deciding if your goal is realistic.
- Why – What is the reason for the goal?

M – Measurable

What metrics are you going to use to determine if you meet the goal? This makes a goal more tangible because it provides a way to measure progress. If it's a project that's going to take a few months to complete, then set some milestones by considering specific tasks to accomplish.

A – Achievable

This focuses on how important a goal is to you and what you can do to make it attainable and may require developing new skills and changing attitudes. The goal is meant to inspire motivation, not discouragement. Think about how to accomplish the goal and if you have the tools/skills needed. If you don't currently possess those tools/skills, consider what it would take to attain them.

R – Relevant

Relevance refers focusing on something that makes sense with the broader business goals. For example, if the goal is to launch a new product, it should be something that's in alignment with the overall business objectives. Your team may be able to launch a new consumer product, but if your company is a B2B that is not expanding into the consumer market, then the goal wouldn't be relevant.

T – Time-Bound

Anyone can set goals, but if it lacks realistic timing, chances are you're not going to succeed. Providing a target date for deliverables is imperative. Ask specific questions about the goal deadline and what can be accomplished within that time period. If the goal will take three months to complete, it's useful to define what should be achieved half-way through the process. Providing time constraints also creates a sense of urgency.

S.M.A.R.T. Goals Template

Crafting S.M.A.R.T. Goals are designed to help you identify if what you want to achieve is realistic and determine a deadline. When writing S.M.A.R.T. Goals use concise language, but include relevant information. These are designed to help you succeed, so be positive when answering the questions.

Initial Goal *(Write the goal you have in mind):*

1. Specific *(What do you want to accomplish? Who needs to be included? When do you want to do this? Why is this a goal?)*

2. Measurable *(How can you measure progress and know if you've successfully met your goal?):*

3. Achievable *(Do you have the skills required to achieve the goal? If not, can you obtain them? What is the motivation for this goal? Is the amount of effort required on par with what the goal will achieve?):*

4. Relevant *(Why am I setting this goal now? Is it aligned with overall objectives?):*

5. Time-bound *(What's the deadline and is it realistic?):*

S.M.A.R.T. Goal *(Review what you have written, and craft a new goal statement based on what the answers to the questions above have revealed):*

Evaluating your Goals

SMART Goals have a stated measurement for the specific outcome. To what extent was that outcome reached? In addition to metrics and analysis of the results, consider these questions.

Q1. What can we celebrate and thank God for?

Make a list by brainstorming with the group.

Q2. What worked well?

Consider the process (planning and communication, participation by group members) and the actual outcome. Take notes of what should be repeated next time. If you don't write this down, you probably won't remember!

Q3. What could have been better?

This is an opportunity to constructively reflect on opportunities for improvement in the group's process and modifications, especially if additional work is needed to meet the goal."

Q4. What unexpected challenges did we experience?

What was rushed? What was stressful? What cost more than anticipated? What took longer than expected? Use this as a chance to name the challenges and discuss how to prepare for them in future.

Q5. Were there any consistent themes in the participant feedback?"

Gather feedback from those who were affected by the goal. Are there consistent themes? Is there a need for further work or development towards this goal?

Q6. Which team members developed new skills and experience?

Part of the success of the event can be the growth of the group. Were people recruited and mentored to participate? If new people are being equipped for ministry, this is a good thing!

Q7. How well did we steward God's money?

Q8. Who needs additional follow-up?

There are three categories here:

1. People outside the group who need to be thanked for serving, praying, giving, etc.
2. People within the group who need to be thanked for their participation
3. People who dropped the ball (e.g. people who didn't turn up and didn't tell you!).
4. People who need a report and analysis of the process and results of your ministry work

Q9. How well did we express our dependence on God in prayer?

Q10. Would we do it again?

All things considered – would you do it again? Is it the best way to serve the target audience? Is it the best use of resources (time, volunteers, money)?