Be a SMARTIE! An equity-forward approach to goal-setting

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If you change nothing – Nothing changes.
SMARTIE Goals

S – Strategic / Specific
M – Measurable
A – Achievable / Ambitious
R – Relevant / Realistic
T – Timebound
I – Inclusive
E – Equitable

Source: The Management Center at https://www.managementcenter.org/
SMARTIE goals need to be applied at all levels
Strategic Level

**SMART Goal**

Expand youth mentorship program into three new counties by the end of June

**SMARTIE Goal**

Expand youth mentorship program into three new counties by the end of June, with volunteer task forces that are representative of the community (by age, gender, race and other characteristics) advising the expansion
Operational Level

SMART Goal
Hire a Chief Development Officer by May 2021

SMARTIE Goal
Hire a Chief Development Officer by May 2021, seeking out 1-2 networks of diverse fundraising professionals to identify 4-6 candidates of color/diverse backgrounds to include in the candidate interview pool
Tactical Level

**SMART Goal**

Build a volunteer team of 100 door-to-door canvassers by April

**SMARTIE Goal**

Build a volunteer team of 100 door-to-door canvassers by April, with at least 10 people of color recruited as volunteer leaders first, so they can help shape the way we run the canvass
Using your Super SMARTIE Powers for Good
Ready to Write Your SMARTIE goals?

Practice with The Management Center worksheet

https://www.managementcenter.org/resources/smartie-goals-worksheet/

PRACTICE – Fill out your Success Sheet
Use this template to plan and get aligned with your manager about what success looks like for you.

Time Bound: My goals between ________ (start date) and ________ (end date) are to:

1. Strategic, Ambitious, Outcome:__________________________________________________________

Make it Measurable (how I will know success when I see it) __________________________________

The main activities or tactics I’ll use to make it Realistic to reach the outcome include:

• By _____ (date):_____________________________________
• By _____ (date):_____________________________________
• By _____ (date):_____________________________________

2. Strategic, Ambitious, Outcome:__________________________________________________________
Small changes – Change everything.
Thank You!

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