

SMARTIE Goals Worksheet

Goals are a concrete way to drive results, but without an explicit equity and inclusion component, goals won't produce better outcomes for marginalized communities, address disparities, or support belonging. Introducing SMARTIE goals! SMARTIE stands for:

STRATEGIC	Reflects an important dimension of what your organization seeks to accomplish (programmatic or capacity-building priorities).
MEASURABLE	Includes standards by which reasonable people can agree on whether the goal has been met (by numbers or defined qualities).
AMBITIOUS	Challenging enough that achievement would mean significant progress—a “stretch” for the organization.
REALISTIC	Not so challenging as to indicate lack of thought about resources, capacity, or execution; possible to track and worth the time and energy to do so.
TIME-BOUND	Includes a clear deadline.
INCLUSIVE	Brings traditionally marginalized people—particularly those most impacted—into processes, activities, and decision/policy-making in a way that shares power.
EQUITABLE	Seeks to address systemic injustice, inequity, or oppression.

By incorporating equity and inclusion into your SMART goals, you can make sure your organization's commitment to racial equity and inclusion is anchored by tangible and actionable steps. Here's an example of a SMART goal turned SMARTIE:

SMART	SMARTIE
Build a volunteer team of 100 door-to-door canvassers by May...	...with at least 10 people of color recruited as volunteer leaders first, so that they can help shape the way we run the canvasses.

Please note: there's a fine line between inclusion and tokenism. What's the difference? Power. In most cases, it's not enough to tack on "...and x number of volunteers/new hires/spokespeople should be people of color" unless the people you're trying to include will be able to influence the work in a meaningful way. SMARTIE goals are about including marginalized communities in a way that shares power, shrinks disparities, and leads to more equitable outcomes.

Learn more about [How to Embed Inclusion and Equity in Your Goals](#) and visit our [Goals Bank](#) for inspiration. *Ready to get started?* Use our SMARTIE goals **practice sheet** below.

Start Writing Your SMARTIE Goals

Use this template to write a goal for yourself or a team member.

Time-Bound: My goals between (start date) and (end date) are to achieve this **Strategic** and **Ambitious** outcome:

I will know success when I see it using these **Measurable** standards:

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A **Realistic** plan to achieve this goal includes these tactics/activities (consider time, resources, capacity):

	By <input type="text"/> (date)
	By <input type="text"/> (date)
	By <input type="text"/> (date)

Thinking about **Equity and Inclusion:** Can you imagine there being any unintentional *disparate impact* along lines of power and identity? How might inequity or exclusion show up? For whom?

How could you *change the goal* to either mitigate that disparate impact or make **Equity and Inclusion** more explicit?

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Goal-Setting Worksheet

Use this worksheet to set team or individual goals. Use the questions below for self-reflection or discussion with your manager. Check out our [SMARTIE Goals Worksheet](#) for more goals workshopping support. Once you've finalized your goals, use our [Red Light/Green Light Goal Tracking Tool](#) to track your progress throughout the year.

Goal	Alignment with team or organizational goal	Tactics	Additional Notes (MOCHA, considerations, tasks, etc.)
<i>Improve average participant experience scores from 60% highly satisfied to 65% highly satisfied, with no disparities in race or gender.</i>	<i>Grow the grassroots power of our membership base. By end of year, at least 2,500 people (of which 40% identify as BIPOC) will have been trained through our leadership development programs. At least 80% of participants will answer yes to the statement: "I would recommend this program to a friend."</i>	<ul style="list-style-type: none"> <i>Solicit feedback from last year's BIPOC alum on programming logistics through surveys, 1-1s, and focus groups.</i> <i>Experiment with new platform for participant engagement during the course of the program.</i> <i>Work with curriculum lead to align curriculum changes with logistical needs.</i> 	<p><i>C: Make sure to have a 1-1 with Lyle.</i></p> <p><i>H: Ask Karla for support reaching out to some alum.</i></p> <p><i>A: Share plan with Anique by Apr 1.</i></p>

Questions for consideration:

- Will achieving this goal represent significant progress towards our mission?
- Does this goal or its tactics mitigate potential inequities in the outcomes and/or process? Does it advance equity and inclusion in the outcomes and/or process?
- Did I get input from people who will be impacted by the process or the outcomes? If not, who do I still need to consult with?
- Are the measures of success for this goal clear?
- Is there a deadline for this goal?
- Do we currently (or plan to) have the capacity, systems, and processes needed to achieve this goal?
- Can I connect each of my goals to an organizational or team goal?