

# CREATING OBJECTIVES

Using the SMART framework, come up with the main things you hope to achieve with your enterprise.



## SPECIFIC

Define the objective as much as possible.

**WHO** is involved, **WHAT** do we want to accomplish, **WHERE** will it be done, **WHY** are we doing this, **WHICH** requirements do we have?



## MEASUREABLE

How do you know if your social enterprise is successful? Can you track progress and measure outcome?

**HOW** much, **HOW** many and **HOW** will I know when we have achieved our goal?



## ATTAINABLE

Is your objective reasonable enough?  
Is it possible to do?

Make sure the objective is realistic or impossible given your materials, knowledge and time



## RELEVANT

Is your objective worthwhile and will it meet the needs of your social or environmental issue?

Does it make a difference to your social enterprise if this objective is met?



## TIMELY

Your objective should have a time limit. "We will complete this step by month / day / year."

A time limit will establish a sense of urgency and prompt you to have better time management.

### EXAMPLE:

*A group of pupils want to tackle loneliness in their elderly community by raising money to pay for crafts materials to use at their local care home.*

### Objectives:

*Tackle loneliness*

*Raise lots of money for craft materials*

*Make connections in local community*

### MAKE IT SMART

*Tackle elderly loneliness by visiting and crafting at our local care home once a month.  
With parental help and investment from the PTA, sell up to 100 cards at Xmas Fayre.  
Spend time and speak to residents about our enterprise – share their thoughts locally.*