MISSION ACTION PLANNING

Mission and Discipleship
Diocese of Edmonton

The S.M.A.R.T. Tool

S **Specific and Stretching**

- A goal should be specific in its Aim and Objectives.
- Work on producing the best wording will pay dividends in the long-term.
- It should also move you on from your current situation.
- It shouldn't simply be a statement of what's already happening!

M **Measurable**

- It is important to be able to see results and, in order do this, goals need to be measurable.
- Something vague like 'it would be good to see more people in church' is likely to cause disappointment. How many new people; by when?

A **Achievable and Agreed**

- Unachievable goals lead directly to guilt and anger.
- Also, make sure that there is consensus; that it isn't just one person's, or one small group's, bright idea.

R Relevant and Realistic

- Make the goal relevant to each situation. Every church, every community is different. Just because the church down the road is doing something doesn't mean it will be right for you. It has to be your goal for your situation.
- Ensure, too, that it is realistic for your situation; nothing is more depressing than unrealistic goals.
- It can be good to include some early 'easy wins'. This will give encouragement to all involved in the process.

T Time Bound and Timely

- Say when the goal is to be achieved by. Then, at that point, it can either be ticked off, or reviewed.
- Fundraising thermometers outside a church, marked 1/10th of the way up, with paint peeling off it are less unhelpful and dreadful publicity!
- The timing of the goal should also be appropriate, in terms of what else is going on, and what other priorities are set.