

SMART ANALYSIS

What's so smart about SMART? Objectives that are SMART (Specific, Measurable, Aligned, Realistic/Relevant, and Time-bound) are likely to be achieved.

Clear goals and specific, measurable, achievable, realistic, and time-bound (SMART) objectives need to be formulated at the beginning of any advocacy work.

An objective is the intended impact or effect of the work you are doing, or the specific change that you want to see. It is the most important part of your strategy, and is the next step after developing the goal itself.

Have a look at the tool on the next page and consider the different elements of your advocacy/awareness project.

Use the blank rows to demonstrate that your advocacy objective is SMART.

- What is your specific plan of action? What do you want to achieve?
- How will you measure the outcome? How will you define success?
- Is your objective achievable? How?
- Is your objective realistic? Why?
- How much time will it take to achieve your objective?

MAKE IT SMART	
SMART	WHY?
	Specific plan of action
	Is measurable
	Is achievable
	Is realistic
	Is time-bound