

SMART Goal Template for Entrepreneurs

1. Goal Title

(What is this goal about? e.g., Increase Monthly Revenue, Launch New Product, Improve Cash Flow)

Goal Title:

2. S – Specific

What exactly do you want to achieve?

- What will be accomplished?
- Who is responsible?
- Which part of the business does this affect? (Sales, Marketing, Operations, Finance, HR)

My Specific Goal Is:

3. M – Measurable

How will you measure success?

- What numbers will change?
- What KPI will improve?
- What is the target amount or percentage?

Current Position (Baseline):

Desired Outcome:

Measurement Method (How I'll Track It):

- ☐ Sales Report
- ☐ Profit & Loss Statement
- ☐ CRM Data
- ☐ Customer Count

☐ Other:

4. A – Achievable

Is this realistic based on your resources?

- Do you have the team?
- Do you have the capital?
- Do you have the time?
- What support do you need?

Resources Required:

☐ Budget: R

☐ Team Members:

☐ Tools/Systems:

☐ Training/Coaching Needed:

Potential Obstacles:

5. R – Relevant

Why is this goal important to your business right now?

- How does it impact profit?
- How does it improve sustainability?
- How does it align with your business strategy?

Business Impact:

- ☐ Increases Revenue
- ☐ Reduces Costs
- ☐ Improves Cash Flow
- ☐ Strengthens Brand
- ☐ Improves Customer Retention
- ☐ Operational Efficiency

Why This Matters:

6. T – Time-Bound

When will this be achieved?

Start Date:

Milestone Dates:

- Milestone 1:
- Milestone 2:
- Milestone 3:

Final Deadline:

Action Plan Breakdown

Action Step	Responsible Person	Budget	Deadline	Status

Weekly Accountability Check

- Revenue this week: R
- Expenses this week: R
- Progress toward goal (%): %
- What worked well?
- What needs adjustment?