

Before you begin...

- Ensure the organisation has clear and accurate job descriptions
- Consider if SMART objectives will help the essential tasks of the role

Making the objectives SMART...

Specific	What exactly does your employee need to achieve?
Measurable	How will you know that an objective has been achieved?
Achievable	Is this something the employee is capable of achieving?
Relevant	Is it relevant to the overall purpose of the role, team and organisation?
Timebound	When does your employee need to achieve the objective?

Agree objectives with your employee...

- Involve your employee in setting their objectives so that they understand them
- Agree that the objectives make sense for the work your employee does
- If other employees carry out similar tasks, it may be better to agree common objectives for the group but they should still be developed in discussion with the employees and their representatives

Make sure the objectives stay relevant...

- If an employee's role changes, their objectives might need to change too
- Special projects or new tasks may require new or temporary objectives

Some helpful examples...

Improve customer satisfaction as far as possible	becomes...	Increase overall customer satisfaction by 5% this year based on the results of the after sales customer questionnaire.
Keep delivery bays as tidy as possible	becomes...	Clear delivery bays of all waste and other material within 30 minutes of delivery vans leaving.
Investigate absence levels	becomes...	Prepare a board paper by the end of the year which recommends how staff absence might be reduced.
Answer customer queries as quickly as possible	becomes...	Answer all customer queries within two working days.

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