

AP
ANNUAL
PRIORITY

Write the goal that you have in mind.

S

SPECIFIC

What do you want to accomplish (specifically)?

M

MEASURABLE

How will you know your goal has been achieved? What is the specific measurement you will have achieved?

A

ACHIEVABLE

Do you have the skills to achieve the goal (or can you hire someone who does)?

R

RELEVANT

Why do you want to accomplish this goal? Is it in alignment with my annual revenue goal?

T

TIME-SPECIFIC

When would you like to achieve this goal? Is it realistic?

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