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## GOAL SETTING

Whether setting goals as part of the Strategic Planning Process or during employee Performance Reviews it is important to make sure the goals are clear, concise and measurable. When setting goals it will help to remember the acronym **SMART**.

- S:** Specific                      Goals should be directed, clear and focused
- M:** Measurable                Can you verify that the goal has been achieved?
- A:** Attainable                 Can this really happen?
- R:** Related                     Is the goal related to the agency' mission/purpose?
- T:** Time                         When will this be done by?

### Goals related to Performance Evaluations:

These goals should be directed at improving the employee's ability to perform their job or enhancing the skill sets they use on a daily basis. Goals should be developed cooperatively between employee and employer. Goals should guide the employee toward something. If goals are being established as a result of poor performance consequences for failure to bring performance up to standard should be included.

### Goals related to Strategic Planning:

Administrators/Owners/BODs should be sure to address simple, routine goals as well as the visionary goals for the future. Taking care to keep routine business practices in-line will help the organization achieve the visionary type goals.