

SMARTIE Goals Worksheet

Goals are a concrete way to drive results, but without an explicit equity and inclusion component, goals won't produce better outcomes for marginalized communities, address disparities, or support belonging. Introducing SMARTIE goals! SMARTIE stands for:

- S**TRATEGIC Reflects an important dimension of what your organization seeks to accomplish (programmatic or capacity-building priorities).
- M**EASURABLE Includes standards by which reasonable people can agree on whether the goal has been met (by numbers or defined qualities).
- A**MBITIOUS Challenging enough that achievement would mean significant progress—a “stretch” for the organization.
- R**EALISTIC Not so challenging as to indicate lack of thought about resources, capacity, or execution; possible to track and worth the time and energy to do so.
- T**IME-BOUND Includes a clear deadline.
- I**NCLUSIVE Brings traditionally marginalized people—particularly those most impacted—into processes, activities, and decision/policy-making in a way that shares power.
- E**QUITABLE Seeks to address systemic injustice, inequity, or oppression.

By incorporating equity and inclusion into your SMART goals, you can make sure your organization's commitment to racial equity and inclusion is anchored by tangible and actionable steps. Here's an example of a SMART goal turned SMARTIE:

SMART	SMARTIE
Build a volunteer team of 100 door-to-door canvassers by May...	...with at least 10 people of color recruited as volunteer leaders first, so that they can help shape the way we run the canvasses.

Please note: there's a fine line between inclusion and tokenism. What's the difference? Power. In most cases, it's not enough to tack on "...and x number of volunteers/new hires/spokespeople should be people of color" unless the people you're trying to include will be able to influence the work in a meaningful way. SMARTIE goals are about including marginalized communities in a way that shares power, shrinks disparities, and leads to more equitable outcomes.

Learn more about [How to Embed Inclusion and Equity in Your Goals](#) and visit our [Goals Bank](#) for inspiration. Ready to get started? Use our SMARTIE goals **practice sheet** below.

Start Writing Your SMARTIE Goals

Use this template to write a goal for yourself or a team member.

Time Bound: My goals between [] (start date) and [] (end date) are to achieve this **Strategic** and **Ambitious** outcome:

I will know success when I see it using these **Measurable** standards:

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A **Realistic** plan to achieve this goal includes these tactics/activities (consider time, resources, capacity):

By [] (date)

By [] (date)

By [] (date)

Thinking about **Equity and Inclusion**: Can you imagine there being any unintentional *disparate impact* along lines of power and identity? How might inequity or exclusion show up? For whom?

How could you *change the goal* to either mitigate that disparate impact or make **Equity and Inclusion** more explicit?