

Business Strategy

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WEEK TWELVE
LECTURER: N. QUARRIE

Objectives

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- By the end of this lesson you should be able to:
- 4.3 evaluate the contribution of SMART targets to the achievement of strategy implementation in a given organization.

Overview

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- Usually the successful implementation of a strategy is due to the fact that the objectives and targets were clear and SMART.
- During this lesson we want to analyze how having SMART targets contributes to the successful implementation of a strategy.

SMART

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- What do we really mean by a target or objective being SMART?
- If a target is SMART is:

(Cpc.unc.edu, 2016):

- **Specific** — Indicates the target population for given services.
- **Measurable** — Indicates how many will be targeted.

SMART

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- (Cpc.unc.edu, 2016):
- **Area-specific** — Indicates the geographic location of the target population or community.
- **Realistic** — Takes into account existing resources, and has the support of the target population or community involved.
- **Time-Bound** — Should indicate the time period when accomplishments will be achieved.

Example: SMART objectives/targets

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- (Cpc.unc.edu, 2016):
- **Examples of goals and objectives:**
- **Goal** — Improve the quality of housing in the Nkoranza District
- **Objective** — Build homes for 30 citizens in the Nkoranza District by January, 2005
- **Specific**
Build new homes for citizens

Example: SMART objectives/targets

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- (Cpc.unc.edu, 2016):
- **Measurable**
30 citizens
- **Area-specific**
Korana District

Example: SMART objectives/targets

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(Cpc.unc.edu, 2016):

- **Realistic**
 - Household surveys have been conducted
 - Citizen meetings have taken place
 - Resident interest has been determined
 - Funding has been obtained from the government and a non-profit organization such as Habitat for Humanity.
- **Time-boundary** — Achieve in a set number of years

Example: SMART objectives/targets

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- Please click on the following link: Lets explore another example:
- Ballowe, T. (2016). *SMART Goal Setting Examples*. [online] OnStrategy. Available at: <http://onstrategyhq.com/resources/smart-goal-setting-examples/> [Accessed 18 Mar. 2016].

Impact of SMART targets

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How will SMART targets impact on the achievement of strategy implementation in a given organization?

Lets discuss!

In class activity

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- In groups of four:
- Using the definition of SMART develop an objective that is SMART then explain the impact that having a SMART objectives could have on the implementation of a strategy.

Review Questions

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1. Explain what is meant by SMART target.
2. What are some of the possible impact of having SMART target on strategy implementation.
1. Evaluate whether or not you are better able to write a SMART objective.

References/Additional Reading

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- Ballowe, T. (2016). *SMART Goal Setting Examples*. [online] OnStrategy. Available at: <http://onstrategyhq.com/resources/smart-goal-setting-examples/> [Accessed 18 Mar. 2016].
- Cpc.unc.edu. (2016). *Lesson 1: What is the planning process? — MEASURE Evaluation*. [online] Available at: <http://www.cpc.unc.edu/measure/resources/training/online-courses-and-resources/non-certificate-courses-and-mini-tutorials/population-analysis-for-planners/lesson-1> [Accessed 18 Mar. 2016].