S.M.A.R.T. Goals

As part of the planning process, once the long-term goals are set by executive management, managers set the short-term goals that ultimately help the organization realize the long-term goals. Managers are responsible for helping to link the different departments and divisions of the company to coordinate their efforts in realizing company, divisional, and departmental goals. Managers should try and ideally make the short-term goals S.M.A.R.T. goals, which are Specific, Measurable, Attainable, Realistic, and Time bounded (i.e., have deadlines or due dates). Then, the first-line managers are tasked with making sure these short-term S.M.A.R.T. goals are realized in day-to-day operations. But they do not supervise others. They are typically the closest to the end customer or client.