RECRUITERS
MASTERMIND

SMART Analysis

The purpose of a SMART analysis is to help you determine your goals clearly. By doing this you will be able to then prioritize effectively and make adjustments to your strategy, as well as stay on the best course towards achieving these goals.

RECRUITERS MASTERMIND

SMART Analysis

What S.M.A.R.T. stands for and how to use it:

	**SPECIFIC**	Define your goals with as much clarity as possible. The better you define it, the bigger the motivation to achieve it and the quicker you can plan.
	**MEASURABLE**	Define standards that you can measure against, both quantitative and qualitative. E.g: document drafts, calls made, etc.
	**ACHIEVABLE**	Setting attainable and realistic goals has the purpose of keeping you motivated. Make sure your goals are far enough to result in growth but close enough to achieve.
	**RELEVANT**	Is the goal relevant to the bigger-picture aim you've set for yourself? Will it contribute to your success in a measurable way?
	**TIMELY**	Deadlines improve drive and provide a sense of urgency we all need when working towards a goal. Make sure you use them wisely to pressure yourself in the right direction.

Examples

✓ DO

- I will add to my database 100 Tech Consultants (Specific) by 7/10/22 (Measurable, Achievable, Timely) and have twice as many candidates for this sector (Realistic).
- I will develop my current client base from 10 to 20 Engineering & Construction companies over the following 7 months.
- I will know more about my market be the end of August by reading industry articles & news and subscribing to 3 relevant information sources. I will read 3 times a week.

✗ DON'T DO

- I will increase my candidate pool this year
- I want to be more informed about my market
- I will cut out distractions from my work environment
- I will increase my client base by next year