

Analyzing SMART Action Plans



| Specific | 3 Ts |
|----------------------------|---|
| GOAL | Targets (key players) Allies Oppose Decision-Makers |
| Strategy Tactics | Talking points |
| Strategy Tactics | Timeline Calendar: Who is doing what? When? |

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| | ACHIEVABLE Obstacles |
| Strategy Tactics | REWARDING Fun Fulfilling |
| | TIMELY |

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