

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?

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?

Strategy Tactics	MEASUREABLE Outside Inside
	ACHIEVABLE Obstacles
Strategy Tactics	REWARDING Fun Fulfilling
	TIMELY

Strategy Tactics	MEASUREABLE Outside Inside
	ACHIEVABLE Obstacles
Strategy Tactics	REWARDING Fun Fulfilling
	TIMELY