

## Analyzing SMART Action Plans



Specific GOAL	
	<b>Strategy</b> Tactics
<b>Strategy</b> Tactics	<b>Strategy</b> Tactics
<b>Strategy</b> Tactics	<b>Strategy</b> Tactics

## Analyzing SMART Action Plans



Specific GOAL	
	<b>Strategy</b> Tactics
<b>Strategy</b> Tactics	<b>Strategy</b> Tactics
<b>Strategy</b> Tactics	<b>Strategy</b> Tactics

<b>3 Ts</b>	<b>M.A.R.T.</b>
<b>Targets (key players)</b> Allies  Oppose  Decision-Makers	<b>MEASUREABLE</b> Outside Inside  <b>ACHIEVABLE</b> Obstacles
<b>Talking points</b>	<b>REWARDING</b> Fun  Fulfilling
<b>Timeline</b> Calendar: Who is doing what? When?	<b>TIMELY</b>

<b>3 Ts</b>	<b>M.A.R.T.</b>
<b>Targets (key players)</b> Allies  Oppose  Decision-Makers	<b>MEASUREABLE</b> Outside Inside  <b>ACHIEVABLE</b> Obstacles
<b>Talking points</b>	<b>REWARDING</b> Fun  Fulfilling
<b>Timeline</b> Calendar: Who is doing what? When?	<b>TIMELY</b>