



Writing “SMART” Objectives

- **Specific** - Is the wording precise and unambiguous?
- **Measurable** - How will achievements be measured?
- **Action Oriented** - Is an action verb used to describe expected accomplishments?
- **Realistic** - Is the outcome achievable with given available resources?
- **Time Sensitive** - What is the timeframe? (if applicable)

Unit 4
Incident/Event Assessment & Agency Guidance
for Establishing Incident Objectives

Visual 4-20

Visual Description: Writing “SMART” Objectives

Key Points

Incident objectives should have the following **SMART** characteristics:

1. **Specific** – The wording must be precise and unambiguous in describing the objective.
2. **Measurable** – The design and statement of objectives should make it possible to conduct a final accounting as to whether objectives were achieved.
3. **Action Oriented** – The objective must have an action verb that describes the expected accomplishments.
4. **Realistic** – Objectives must be achievable with the resources that the agency (and assisting agencies) can allocate to the incident, even though it may take several operational periods to accomplish them.
5. **Time Sensitive** – The timeframe should be specified (if applicable).