



# SMARTIE Goals Worksheet

Goals are a way to drive success. Without explicit attention paid to inclusion and equity, goals will not produce improved outcomes or support belonging for marginalized communities. They also will not address health disparities which are core to public health programs.

SMARTIE Goals	
<b>Specific</b>	What do you want to achieve? Think about the 5Ws: who, what, where, when why
<b>Measurable</b>	How will you measure or track your progress? Name your measurement approach
<b>Achievable</b>	Who is doing what? Name milestones or benchmarks along the way.
<b>Relevant</b>	What can you achieve considering your people capacity, knowledge, time, money?
<b>Time Bound</b>	What is a realistic timeframe for your change to happen?
<b>Inclusive</b>	How are you including the voices of your community—in processes, activities, and decision making? How are you sharing power?
<b>Equitable</b>	How are you addressing injustice, inequity, or oppression? How does the goal remediate disparities in public health outcomes?

## SMART versus SMARTIE

SMART	SMARTIE
Create a public health program addressing healthier workplaces by May 2026.	Create a public health program addressing healthier workplaces by May 2026 with at least 10 people of color recruited as volunteer leaders first, so that they can help shape the way we implement the program.

***“Inclusion is an opportunity to bring traditionally excluded individuals and groups into processes, activities, decisions and policy making in a way that shares power. While diversity is about who is present at the table, inclusion is about who is empowered to make decisions or participate in a meaningful way.” ~Alford Group***

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Inclusion and equity can build transformational change—this is why SHIP is asking for these pieces.

- **Ask yourself:** If the outcome itself doesn't promote equity and inclusion, will the process of achieving this goal going to improve equity and inclusion?
- **Ask yourself:** What unintended impacts might result? Who have you consulted to think about unintended consequences?
- **Ask yourself:** Will achieving a goal focused on inclusion and equity build power or shrink disparities?

## Resources

- Minnesota Department of Health: [Objectives and goals: Writing meaningful goals and SMART objectives - MN Dept. of Health](#)
- The Management Center: [SMARTIE Goals Worksheet - The Management Center](#)
- The Alford Group: <https://www.alford.com/be-a-smartie-an-equity-forward-approach-to-goal-setting/>
- Engineer Inclusion: <https://engineerinclusion.com/what-are-smartie-goals/>
- Educator Evaluation: <https://www.doe.mass.edu/rlo/eval/model/story.html>