

SMART Goals Examples for Leadership Cheat Sheet

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1. Develop Internal Talent:

Leadership will implement a talent identification process and establish mentoring relationships for high-potential employees with the goal of increasing internal promotions over the next two years.

2. Develop a Growth Mindset:


By the end of the year, the leader will engage in monthly learning activities, such as reading books on personal development or attending relevant conferences or events.

3. Improve Employee Onboarding:

By the end of the quarter, the leader will improve the onboarding process by creating standardized materials and conducting feedback surveys at the end of the onboarding period.


4. Create a Plan to Open an Additional Retail Branch:

By the end of the year, leadership will have created a plan to open an additional retail branch, including a detailed project plan for the entire process, buildout plans confirmed, a location under contract, and all required permits.



5. Reduce the Ambiguity of Job Descriptions:

By the end of the quarter, the leader will perform an audit of all existing job descriptions, requirements, and expectations and update them to match the current state of those jobs as they exist in the company today.



6. Decrease the Time Spent in Meetings:

By the end of the month, the leader will implement a standardized meeting agenda that can be populated by the team ahead of time to improve the efficiency of the time spent in meetings and decrease the team's total meeting time by 10 percent each week.



7. Be a Better Coach:

By the end of the year, the leader will learn to be a better coach to their team by learning and practicing coaching techniques in monthly conversations with each team member.



8. Share Your Own Experience:

The leader will include a professional anecdote of a lesson they have learned in each quarterly company address to help future leaders identify areas in their own lives that may be impactful to their prospects and help them to grow.




9. Start an Employee Mentorship Program:

By the end of the year, leadership will implement an employee mentorship program in which seasoned employees can help more junior members of the team to gain experience and grow within their roles.



10. Focus on Building Relationships:

Leadership will organize quarterly networking and social events to aid in building personal and professional relationships within the organization.




11. Become More Adaptable and Open-Minded:

Leadership will engage in weekly self-reflection exercises to help identify and overcome personal biases with the goal of becoming more adaptable and open-minded in their thinking.




12. Practice Active Listening:

Leadership will improve active listening skills by practicing active listening techniques in at least three conversations per week, and seek feedback from two colleagues on their progress after two months.




13. Build Emotional Intelligence:

Over the next year, leadership will learn to build their empathy and emotional intelligence by reading four books on empathy and emotional intelligence and participating in a quarterly leadership book club discussion.




14. Give Positive Feedback More Often:

By the end of the month, leadership will improve the quality and frequency of positive feedback provided to the team by dedicating at least 15 minutes per week to recording positive feedback and implementing regular recognition and appreciation in a weekly recap email.



15. Learn From Your Mistakes:

Leadership will hold or sit in on lessons learned meetings at the end of major projects to break down mistakes and learn how to help teams avoid them in the future.




16. Participate in Industry Events and Build a Professional Network:

By the end of next year, each member of leadership will attend two industry events or trade shows with the purpose of meeting professionals in the field and building relationships with them.



17. Ask for Feedback Regularly:

By the end of next quarter, members of leadership will encourage regular, honest feedback from the team by distributing quarterly anonymous feedback surveys.




18. Gain Leadership Certifications:

By the end of next year, each member of leadership will successfully complete a leadership development course and earn certification.



19. Build a More Dynamic Team:

Managers and team leaders will model collaboration, innovation, and communication to help guide team members to become more engaged, flexible, and responsive, leading them to be more successful in their metrics than the previous quarter.




20. Schedule Team-Building Activities:

Each quarter, the manager or team leader will schedule and run a team-building activity to build relationships and increase team cohesion.



21. Increase Employee Engagement:

By the end of the quarter, managers and team leaders will increase employee engagement by introducing a rewards program for top performers, and providing development opportunities to team members who are struggling.



22. Improve Meeting and Presentation Skills:

Before their next group presentation, managers and team leaders will improve their meeting and presentation skills by learning about best practices and practicing presentations at least twice before presenting to the team.



23. Hold Regular Check-in Meetings:

By the end of the month, managers and team leaders will set up a regular meeting with each person on their team to check in on their status and review their performance and concerns.




24. Improve the Retention Rate:

By the end of the year, managers will increase retention on their teams by 10 percent by encouraging employee growth, promoting from within, and submitting annual cost of living raises for all team members.



25. Improve Service Response Time:

Managers will help their teams improve service response time by 15 percent by the end of the year. To do this, the managers will optimize operational processes and make sure that all members of the team receive regular training and feedback on their performance.



26. Organize Staff Training on New Software:

By the end of the month, managers will ensure that all staff members have been trained on newly implemented software.



27. Maintain Company and Industry Quality Standards:

Before the next official inspection, managers will implement a policy of regular internal inspections of the facility to ensure that all parts of the business are up to code at all times.



28. Meet and Exceed Sales Goals:

Each quarter, managers will lead their teams to meet and exceed sales goals by implementing lead identification and prioritization processes to ensure that time is being spent following up with the most promising sales leads.

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