The Diversity, Equity, & Inclusion Toolkit
Be SMART from the Start
You may have a vision of what you want to achieve. How do you convey that vision to your teams so that everyone can see it and work toward achieving it?
Pace, endurance, agility, and measurable progress will be key to building followership and, ultimately, ownership of your DEI goals.
To help mark progress toward your vision and goals, set **SMART goals**.
SMART Goals are…

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound
SMART Goals are…

SPECIFIC
What (exactly) are we hoping to achieve?
What will change look like?
SMART Goals are...

**MEASURABLE**

How will we know (and demonstrate) that we are making progress toward our goal?
SMART Goals are…

ACHIEVABLE

Do we have the capacity and resources needed to take action and achieve this goal?
SMART Goals are...

RELEVANT

Does this goal result in meaningful progress toward our vision and business performance?
SMART Goals are...

TIME-BOUND

What’s the time horizon?
When must this be achieved to remain relevant and impactful?
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