

Writing S.M.A.R.T. Public Speaking Goals

Writing SMART goals can help you develop your ethical public speaking skills. **SMART** is an acronym that stands for **S**pecific, **M**easurable, **A**chievable, **R**esults-focused, and **T**ime bound. To learn how to write SMART goals for developing your ethical public speaking skills, review the information and examples below.

EXAMPLE of SMART Goal:

I would like to improve my eye contact by referring to my notes less during my speech to enhance my speaker credibility with my audience by practicing my speech 6 times before the September 30 due date..

Process of Developing **SMART** public speaking goal:

1. **S**pecific. **What** will the goal accomplish? **Why** will it be accomplished?

Example: *I would like to improve my eye contact during my speech to enhance my speaker credibility with my audience.*

2. **M**easurable. How will you measure whether or not the goal has been reached

Example: *My score for the nonverbal physical rubric criterion on my next speech will improve.*

3. **A**ctions. What actions will you take to bring about this change?

Example: *I will practice my speech at least 6 times before I upload my speech for a grade so I may refer to my notes less during my speech.*

4. **Realistic.** Is it possible? Have others done it successfully? Do you have the necessary knowledge, skills, abilities, and resources to accomplish the goal? Will meeting the goal challenge you without defeating you?

Example: *(You should give some serious thought to addressing the answer to the question to avoid setting yourself up for failure)*

5. **Time-bound.** What is the established completion date and does that completion date create a practical sense of urgency?

Example: I would like to accomplish this goal by my next speech which is due by September 30.
