



## Specific

What do you want to achieve?  
Where will you focus your efforts?

## Measurable

How do you plan to measure progress toward the goal?  
What is the end result and milestones along the way?

## Attainable

Do you have the resources to achieve the goal?  
What factors might prevent achieving these goals?

## Relevant

Is this important for your region?  
Does this matter or bring benefit to the region?

## Time Framed

When do you want to achieve your goal?  
What is the target date for accomplishing the goal?