



The 3 Elements Of An Objective

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THE THREE ELEMENTS OF AN OBJECTIVE

Every S.M.A.R.T. Objective consists of three elements :

The **PERFORMANCE ACTION**: what the appraisee must do

The **CONDITIONS** : the place where the action is carried out and/or materials or equipment used

The **STANDARDS** : the deadlines, the speed, the accuracy, the 'correctness' of the action

PERFORMANCE ACTION	CONDITIONS	STANDARDS
to demonstrate careful listening	in all our update meetings	by summarising back what you have heard at least three times
to coach a member of your team in budgets	on the job, as opportunity arises	so they are able to adequately represent the department in all budgetary matters
to present monthly statistics	at the team meeting	in a simple easy to read format that is agreed by the team

About MTD



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Sean McPheat is the **Chief Executive Officer** of the multi-award winning **MTD Training Group**.

Founded in 2001 and having trained hundreds of thousands of staff since, MTD specialise in management and leadership development and also sales effectiveness programmes.

There are **3 specific divisions** to the group:

Management/Leadership



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Sales Effectiveness



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