

## Action Plan

### STEP TWO: SMART GOALS



Based upon your brainstorm of possible actions in Session 1, choose one or two goals to work toward toward achieving. It's important to make your goals SMART.

#### **S**pecific.

Vague: Reduce my carbon footprint as much as possible.  
Specific: Cut my home energy usage by 25% within 30 days.

#### **M**easurable.

Examples: Cut home energy use by 25%. Recruit 10 people to the green team at work.  
Write three letters per week.

#### **A**ttainable.

Make goals that are challenging, but realistically attainable within the time frame you set and with the resources you have.

#### **R**esults-oriented.

When setting your goals, use action words that focus on results: complete, increase, decrease, recruit, create. Do not use words that imply tactics used: implement, try, etc.

#### **T**argeted.

Specify the deadline or target date by which you will achieve your goal. Setting a specific date will give you a time frame for accomplishing all of the actions required to meet your goal.

#### **My SMART goal(s):**




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#### **TIP: START SMALL.**

Choose a goal that can be achieved within a month or two.  
Once you've achieved that goal, move on to more ambitious ones.