



## MAP for Derby Diocese

# SMART actions

### introduction

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When it comes to the fourth stage of MAP, it's important to be very specific about what is involved. Without knowing precisely what you are wanting to do, who will do it, how it will be done and when it will be done by, there is an excellent chance that it won't get done. It is also quite hard to celebrate something you've done if you don't know what it was or when you finished!

SMART is a useful acronym which helps to ground into reality the specific actions that need to be taken as churches identify a step by step approach to reaching their destination.

### when to use this resource

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This resource is most appropriate for use during the fourth stage of MAP for Derby Diocese, to help the church prepare how they will make the changes God requires of them. It is helpful whilst considering all the questions in this stage.

### resources

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As you go through stage 4, and develop specific goals or actions that need to be completed, test each goal against the descriptions that are listed over the page. Some of the letters stand for several things (there are many different versions of the acronym) – but all are useful.

*Our grateful thanks go to Revd Dr Neil Evans, Diocesan Director of Ministry Development, Diocese of London, for his kind permission to incorporate some of the wording from his own materials in the table overleaf.*

<b>S</b>	<b>Specific Stretching</b>	<ul style="list-style-type: none"> <li>• A goal should be specific in its aim and objectives.</li> <li>• Work on producing the best wording will pay dividends in the long-term.</li> <li>• It should also take you on from your current situation.</li> <li>• It shouldn't simply be a statement of what's already happening!</li> </ul>
<b>M</b>	<b>Measurable</b>	<ul style="list-style-type: none"> <li>• It is important to be able to see results and, in order to do this, goals need to be measurable.</li> <li>• Something vague like 'it would be good to see more people in church' is likely to cause disappointment. How many new people; by when?</li> </ul>
<b>A</b>	<b>Achievable Agreed Attractive</b>	<ul style="list-style-type: none"> <li>• Unachievable goals lead directly to guilt and anger.</li> <li>• Also, make sure that there is consensus, and that it isn't just one person's – or a small group's – bright idea.</li> <li>• Finally, ensure that the church is motivated to complete the goal. If no-one can see why it should be done, it won't be.</li> </ul>
<b>R</b>	<b>Relevant Realistic Resourced</b>	<ul style="list-style-type: none"> <li>• Make the goal relevant to each situation. Every church, every community is different. Just because the Church down the road is doing something doesn't mean it will be right for you. It has to be your goal for your situation.</li> <li>• Ensure, too, that it is realistic for your situation; nothing is more depressing than unrealistic goals.</li> <li>• It can be good to include some early 'easy wins'. This will give encouragement to all involved in the process.</li> </ul>
<b>T</b>	<b>Time-bound Timely</b>	<ul style="list-style-type: none"> <li>• Say when the goal is to be achieved by. Then, at that point, it can either be ticked off, or reviewed.</li> <li>• Fundraising thermometers outside a church, marked 1/10th of the way up, with paint peeling off it are less unhelpful and dreadful publicity!</li> <li>• The timing of the goal should also be appropriate, in terms of what else is going on, and what other priorities are set.</li> </ul>