



JONES COLLEGE OF BUSINESS

MIDDLE TENNESSEE STATE UNIVERSITY

Operationalizing SMART Goals Unlocking the Action: 3 Business Examples

Joyce Heames, Dean

Nita Brooks, Associate Dean

A collection of wooden letter tiles, similar to Scrabble tiles, scattered on a white surface. The word "SEARCH" is prominently displayed in the center, with the letters 'S', 'E', 'A', 'R', and 'C' in blue and the letter 'H' partially visible on the right. Other tiles with various letters and numbers are scattered around it.

First Step: Set Smart Goals


Specific: What

Measurable: Quantifiable Metrics

Achievable: Skills, Motivation, Effort

Relevant: Align with other Strategies

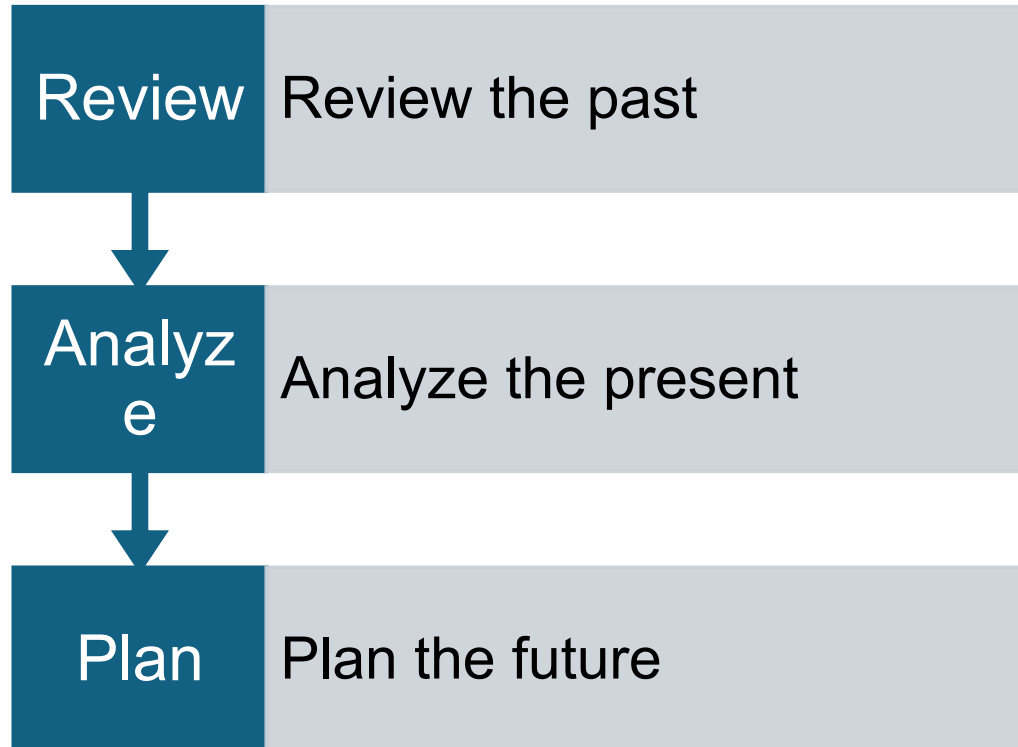
Time Bound: Set Deadlines!



A goal is a
wish
without a
course of
action to
achieve



Second Step: *Course of Action*



Review the past

- Analyze last year's goals/strategies
- Ask the questions of what, why, when (timing)
- Identify barriers that prevented success
- Allocate < 20% of time



Our past should
NOT define us, we
choose the parts
that make us better
to curate the
future.



Analyze the present

- Take stock of current resources: Financial, Personnel, Equipment, Facilities
- Ask the questions of what, why, when (timing)
- Identify opportunities that might aid in success

- Allocate < 20% of time



How do you
curate your
future
personally or
professionally?



A blue pen with a silver tip is positioned diagonally on a document. The document features a bar chart with several blue bars of varying heights. The background is a light blue color with a subtle grid pattern.

Plan the future

- Identify need resources (financial, facilities, etc.)
- Identify responsible parties
- Recognize potential barriers
- Create a list of all involved | effected parties
- Set meetings to roll out the initiative
- Layout timeline with measurable points

- Allocate 60+ % of time

Jones College – Example 1

- **Specific: What**
Launch a premier *ExecEd Program* to provide training and development to companies across Middle Tennessee for all levels of employees, from line managers to C-suite
- **Measurable: Quantifiable Metrics**
20 workshops on market topics (AI, Cybersecurity, Developing Leaders, Six Sigma, etc.)
- **Achievable: Skills, Motivation, Effort, Champion**
100+ Faculty with skills, Large need in Middle TN, Dean committed until hire Center Director
- **Relevant: Align with other Strategies**
Grow the brand of Jones College in Middle TN
- **Time Bound: Set Deadlines**
Spring 2024 – more specifically, February 2024



- Review the past
- Analyze the present
- Plan the future

Jones College - Example 2

- **Specific: What**
Realign *MBA program* to meet AACSB standard # of hours & add concentrations that meet market needs
- **Measurable: Quantifiable Metrics**
Create 30-hour program with 10 courses that are 3 credits each & Add 3 Concentrations
- **Achievable: Skills, Motivation, Effort**
MBA Curriculum Committee, Faculty dissatisfied with some assignments and program nuances
- **Relevant: Align with other Strategies**
Increase student enrollment
- **Time Bound: Set Deadlines**
Fall 2024 – more specifically, August 2024



- Review the past
- Analyze the present
- Plan the future

Jones College - Example 3



- Review the past
- Analyze the present
- Plan the future

- **Specific: What**
Create and launch a cybersecurity management program linking cybersecurity knowledge and skills with key business foundations
- **Measurable: Quantifiable Metrics**
Create a 120 B.S. program with 46 hours of focused cybersecurity-related content, a business minor, and 15 hours of electives
- **Achievable: Skills, Motivation, Effort**
ISA faculty & Curriculum Committee, University leadership, THEC
- **Relevant: Align with other Strategies**
Increase student enrollment & meet market needs
- **Time Bound: Set Deadlines**
Launch in January 2024

Questions
about
anything?





Dream Big,
Work Hard,
Stay Focused,
and Surround
Yourself with
Good People.



WWW.LIVELIFEHAPPY.COM



JONES COLLEGE OF BUSINESS

Operationalizing SMART Goals
Unlocking the Action:
3 Business examples

Joyce Heames, Dean
Nita Brooks, Associate Dean