



Work S.M.A.R.T all the time, 5 SMART arguments during implementation

1. One Owner = One Result

If a goal isn't assigned to one person, it won't get done. SMART goals remove shared responsibility and replace it with clear ownership.

2. Clarity Beats Speed

Rushing through setup leads to errors and rework. SMART goals turn vague tasks into clear outcomes everyone understands.

3. What Gets Measured Gets Done

"Almost finished" becomes "completed by Friday." SMART goals create measurable checkpoints that keep the implementation on track.

4. Focus on What Matters First

You don't need every feature on day one. SMART goals help prioritize what's essential for go-live so the team isn't overwhelmed.

5. Behavior Change Is the Real Goal

Technology only helps if people use it consistently. SMART goals support new habits that actually improve the business.

In summary:

- Convert field, office, sales, and purchasing processes into measurable workflows.
- Define exactly what "done" looks like for every step in the implementation.
- Align your team so meetings become decision-making sessions, not update sessions.
- Prevent the endless loop of "almost done" that stalls most software projects.