

S

Specific

be specific
whatever you
control, as
specific client's
requirements are

M

Measurable

judge measurable
whatever you
want to produce
and deliver, as
measurable client's
money is

A

Attainable

give yourself
attainable goals,
as attainable are
the results client
points to

R

Relevant

think and act on
relevant issues,
as relevant issue
is customer's
satisfaction

T

Time-out

give yourself
a time-out whatever
you do, as a time
out client give
us to be satisfied

*If you always do what
you always did,
you always get what
you always got.*