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SMART goals set you up for success by making goals specific, measurable, achievable, realistic, and timely. The SMART method helps you organize and reach your goals. Additional Resources. Thank you for reading this guide to SMART Goal-setting in business.

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SMART Goal - Definition, Guide, and Importance of Goal Setting

Value Creation. Business begins with value creation. It is the purpose of the institution: to create and deliver value in an efficient enough way that it will generate profit after cost.

Aligning decisions to focus on value creation. However, innovation is no longer just for creating value to benefit individuals, organizations, or societies. The ultimate purpose of innovation should be much more far reaching, helping create a smart future where people can enjoy the best quality of life possible.

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