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Project Design Document

Includes the following sections.

- Overview
- Blueprint
- Learning Outcomes
- Case Study

Note

- Project Information and Goal/Blueprint grids adapted from IDOL courses.
- *Case Study template adapted from IDOL courses.*

SMART Goals

Overview

- **Purpose:** To teach legal staff how to write SMART goals.
- **Description:** This process demonstrates to legal staff how to write smart goals based on the provided criteria.

Project Information

Project Title	SMART Goals
Tools used in Development	Canva
Time in Development	3 hours
Client	LaBrink Legal, P.C.
Collaborators	Amber LaBrink, J.D., Alex Criswell, Instructional Designer and Subject-Matter Expert

Topic Analysis

Audience	Legal Assistants and Lawyers
Problem	The company's owner identified that their staff were having issues writing objectives and goals in a specific method.
Solution	An infographic was created using the SMART Goal method, outlining the framework. Amber would be able to explain priorities in the legal context to staff.
Resources	<p>Boogaard, K. (2026, December 26). How to write SMART goals. <i>Atlassian</i>. https://www.atlassian.com/blog/productivity/how-to-write-smart-goals#:~:text=The%20SMART%20in%20SMART%20goals,M:%20Measurable</p> <p>Merrihew, M. (2023). The Importance of Setting SMART Goals. <i>Hydrate</i>. https://www.hydratemarketing.com/blog/the-importance-of-setting-smart-goals</p>

	University of California. (2016). SMART Goals: A How-To Guide. https://www.ucop.edu/local-human-resources/_files/performance-appraisal/How+to+write+SMART+Goals+v2.pdf
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Goal Strategy Blueprint

Lesson Strategy - Course Planning

Starting Point	Milestone 1	Milestone 2	Goal
Someone at this stage is:	Someone at this stage is:	Someone at this stage is:	Someone at this stage is:
Learner is unfamiliar with SMART Goals.	Learners are able to identify the five stages based on letter.	Learners are able to identify each stage as well as considerations and tips.	Learners will review the goal put together with the considerations and determine the efficacy.
To get to the next stage:	To get to the next stage:	To get to the next stage:	Goal Assessment
Learners will review each of the top letters and identify the categories.	Learners will review each stage's information in detail,	Learners will practice writing each part of the goal framework using considerations and tips provided.	Learner will be able to evaluate the effectiveness of the goal based on considerations and tips.
Content Ideas	Content Ideas	Content Ideas	Overall Goal
			Learner will be able to write a complete SMART goal.

Learning Outcomes

Terminal Course Outcome(s)

- By the end of this training, learners will be able to write a complete SMART goal.

Learning Objectives

- Identify the SMART criteria.
- Recall tips and considerations of SMART criteria.

Case Study

Background – Context

LaBrink Legal, P.C. is a small legal firm in La Porte, Indiana, offering legal services in La Porte County and Northwest Indiana. The firm specializes in medical malpractice, personal injury, motor vehicle accidents, product liability, and nursing home negligence cases.

The owner, Amber LaBrink, recently noticed her legal assistant staff and partners were having issues with writing objectives and specific goals.

Challenge

Alex suggested that Amber use the SMART Goal Framework after consultation, as it is a simple five-frame method.

Solution

The SMART Goal Framework was suggested for use when designing the visual image. Amber wanted to ensure the staff understood the framework easily and desired the content to be simple.

Results – Reflection

After the training was deployed to the staff, Amber noted a 50% increase in goal development within the office. She is pleased with the progress as she knows goal writing is not an easy task to learn.

Amber noted her staff continually uses the worksheet on occasion.