

Heilmeier's Catechism: Questions All Proposals Must Answer

1. What are you trying to do?
2. How is it done today, and what are the limitations of current practice?
3. What's new in your approach, and why do you think it will be successful?
4. Who cares? If you're successful, what difference does it make?
5. What are the risks and what are the rewards?
6. How much will it cost, and how long will it take?
7. What are the midterm and final "exams" to check for success?



SMART Objectives

- **Specific:** Clear and focused to avoid misinterpretation. Should include assumptions and definitions and be easily interpreted.
- **Measurable:** Can be quantified and compared to other data. It should allow for meaningful analysis of progress.
- **Attainable:** Achievable, reasonable, and possible under conditions expected (i.e. budget and timeframe).
- **Relevant:** Fits with the project's overall theme.
- **Timely:** The work is doable within the performance period of the award

