

**Fire Safe Sonoma**  
**Firewise USA®**  
**California Required Three-Year Action Plan**  
**Action Verbs for SMART Objectives**

Action verbs for objective statements should be strong, specific, and measurable, indicating a clear outcome or action taken. Examples include "analyze," "develop," "implement," "evaluate," "create," "design," "manage," "improve," "increase," or "reduce." These verbs help define the intended result of the objective.

Examples:

- **"To analyze market trends to identify new product opportunities.":** (Focuses on the action of analyzing and the outcome of identifying)
- **"To develop a comprehensive marketing plan to increase brand awareness.":** (Focuses on developing and increasing)
- **"To implement a new customer relationship management (CRM) system.":** (Focuses on implementing and the specific action)
- **"To evaluate the effectiveness of current marketing campaigns.":** (Focuses on evaluating and the action of measuring)
- **"To create engaging content for social media platforms.":** (Focuses on creating and the type of content)
- **"To design a user-friendly website interface.":** (Focuses on designing and the specific aspect of the website)
- **"To manage a team to achieve project goals.":** (Focuses on managing and the specific goal)
- **"To improve customer satisfaction ratings.":** (Focuses on improving and the specific outcome)
- **"To increase sales revenue by 10%.":** (Focuses on increasing and the specific quantifiable result)
- **"To reduce project costs by 5%.":** (Focuses on reducing and the specific quantifiable result)

**ACTION VERBS**

The following list of action verbs is designed to assist in finding the strongest and most descriptive verb. The verbs are grouped together by broad categories. This list is followed by some common working definitions to provide consistency in interpreting key verbs at CSU.

<b>Problem Solving</b> Analyze Anticipate Compare Compile Consolidate Correlate Diagnose Evaluate Examine Expedite Identify Implement Improve Inspect Investigate Research Resolve Review Revise Survey Systematize Troubleshoot Update Validate Verify	<b>Communication</b> Advise Communicate Conduct Confer Consult Correspond Counsel Disseminate Edit Explain Inform Instruct Interpret Notify Present Propose Recommend Report Request Respond Summarize Transcribe Write	<b>Leadership</b> Administer Assign Authorize Coordinate Delegate Determine Direct Dispatch Drive Endorse Enforce Ensure Execute Facilitate Instruct Lead Maintain Manage Oversee Plan Prioritize Promote Represent Supervise	<b>Financial Account</b> Allocate Appraise Approve Assess Audit Balance Calculate Compute Conserve Control Estimate Forecast Formulate Issue Monitor Negotiate Post Procure Purchase Reconcile Schedule Track Verify
<b>Human Relations</b> Advise Assist Collaborate Cooperate Coordinate Facilitate Guide Participate Promote	<b>Creative</b> Adapt Arrange Assemble Create Design Develop Devise Draft Establish Estimate Extrapolate Forecast Generate Initiate Innovate Prepare Produce	<b>Assisting</b> Act as Adjust Advise Assist Cooperate Develop Guide Lead/Led Participate Refer Render Serve as	<b>Taking Action</b> Assemble Circulate Collate Collect Distribute Furnish Obtain Operate Organize Perform Proceed Process Provide Retrieve Secure Select Solicit Submit Train

**Account:** To make an explanatory statement of conduct

**Adapt:** To modify or change to fit specific new conditions or situations

**Adjust:** To change or bring into a satisfactory state

**Administer:** Manage, supervise or direct the execution of affairs

**Advise:** Recommend a course of action; offer an informed opinion based on specialized knowledge

**Allocate:** To assign or appropriate a resource for a specific reason

**Analyze:** Separate into elements and critically analyze; to study or determine relationships

**Anticipate:** Foresee and deal with in advance

**Appraise:** Give an expert judgment of worth and merit

**Approve:** Accept as satisfactory; exercise final authority with regard to commitment of resources

**Arrange:** Make preparation for an event; put in proper order

**Assemble:** Collect or gather together in a predetermined order from various sources

**Assess:** To estimate or judge the value of

**Assign:** Specify or designate tasks or duties to be performed by others

**Assist:** To help or aid, not directly responsible

**Audit:** To examine and verify accounts and records, especially of financial accounts

**Authorize:** Approve; empower through vested authority

**Balance:** To determine the difference between two sides or sums

**Calculate:** Make a mathematical computation; to reckon by exercise of practical judgment

**Circulate:** Pass from person to person or place to place

**Collaborate:** Work jointly with; cooperate with others

**Collate:** To arrange in proper sequence

**Collect:** Gather; bring together (as in data, etc.)

**Communicate:** To express thoughts or information easily or effectively

**Compare:** To note similarities and differences

**Compile:** Put together information; collect from other documents (such as reports, demographics and other departments)

**Compute:** To use a calculator or computer

**Conduct:** Carry on; direct the execution of tasks; take responsibility for acts and achievements of a group; direct handling and manipulating or maneuvering toward desired results

**Confer:** Consult with others to compare views

**Conserve:** To prevent waste or loss of

**Consolidate:** Bring together

**Consult:** Seek the advice of others

**Control:** Measure, interpret and evaluate actions for conformance with plans or desired results

**Cooperate:** Act jointly with others

**Coordinate:** Initiate, execute, implement and evaluate

**Correlate:** Establish a reciprocal relationship; present or set forth to show a relationship

**Correspond:** Communicate with writing (i.e. memos and other written documents)

**Counsel:** To recommend or urge to a course of action

**Create:** Produce or develop using originality and ingenuity

**Delegate:** Entrust to another; appoint as one's representative to perform tasks or duties that may carry specific degrees of accountability

**Design:** Conceive, create and execute according to plan

**Determine:** Resolve; fix conclusively; to find out or come to a decision by investigation, reasoning or calculation

**Develop:** Disclose, discover, perfect or unfold a plan or idea; to set forth or make clear by degrees in detail

**Devise:** Come up with something new (perhaps by combining or applying known ideas or principles)

**Diagnose:** To ascertain the cause or nature of malfunction

**Direct:** Guide work operations through the establishment of objectives, policies, rules, practices, methods and standards; carry out; regulate activities or course of action

**Dispatch:** To send off or away (as with a messenger or telegram)

**Dispose:** Get rid of

**Disseminate:** Spread or disperse information

**Distribute:** Deliver to proper destinations

**Draft:** Prepare papers or documents in preliminary form

**Drive:** To compel or urge

**Edit:** Revise and prepare

**Endorse:** Support or recommend

**Enforce:** To compel obedience to

**Ensure:** To make sure, certain or safe

**Establish:** Bring into existence; to make firm or stable; to institute

**Estimate:** Forecast future requirements; to judge tentatively

**Evaluate:** Determine or assign a value to (i.e. work, duties, performance); determine significance, worth or condition by appraisal or review

**Examine:** To inspect or scrutinize carefully

**Execute:** Put into effect or carry out; to do what is required; perform indicated tasks according to instructions

**Expedite:** Accelerate the process or progress of

**Explain:** To render understandable or intelligible

**Extrapolate:** To estimate a value outside of what is known

**Facilitate:** Make easy, or less difficult; to advance the accomplishment of an act

**Forecast:** Predict future events or occurrences based on knowledge of the topic area and specified assumptions (assumes analysis)

**Formulate:** Develop or devise

**Furnish:** Provide with what is needed; supply

**Generate:** To create, produce

**Guide:** To direct another in a course of action

**Identify:** To recognize or establish (as part of a group)

**Implement:** Carry out; execute a plan or program;

**Improve:** Make something better; enhance in value or quality to advance, make progress; make useful additions or amendments

**Inform:** Communicate information to others  
Initiate Start or introduce

**Innovate:** To introduce something new, make changes in anything established

**Inspect:** Critically examine for suitability

**Instruct:** Teach, demonstrate and impart knowledge

**Interpret:** Explain something to others mostly in written or presentation form; tell meaning of; present in understandable terms

**Investigate:** Study through close examination and systematic inquiry

**Issue:** Put forth or to distribute officially

**Lead:** Direct the operations, activity, and/or performance of individuals

**Maintain:** Keep in an existing state; to support or continue; update

**Manage:** Direct, control, plan and organize the operations of an organizational unit. Conveys authority for decision making and accountability for results

**Monitor:** Watch, observe, or check for a specific purpose; keep track of; check for special purpose

**Negotiate:** Confer with others with an eye to reach agreement

**Notify:** Make known to

**Obtain:** Gain possession of; acquire

**Operate:** Perform an activity or series of activities

**Organize:** Arrange in functioning order through systematic planning

**Oversee:** Supervise/manage a functional area or operation without necessarily having people supervisory experience

**Participate:** Take part in

**Perform:** Fulfill or carry out some action or duties accurately in a timely fashion

**Plan:** To arrange the parts of; devise or project realization or achievement

**Post:** Transfer or carry information from one record to another.

**Prepare:** Make ready for a particular purpose; to put together

**Present:** To make a report of information

**Prioritize:** To arrange in order of priority

**Proceed:** Begin to carry out an action

**Process:** Subject something to special treatment; handle in accordance with prescribed procedure; carry through

**Procure:** To obtain

**Produce:** To make or manufacture, to provide, furnish or supply

**Promote:** Advance to a higher level or position; to contribute to the growth

**Propose:** Declare a plan or intention

**Provide:** Supply what is needed; furnish

**Purchase:** To acquire by payment, buy

**Recommend:** Advise or counsel a course of action; offer or suggest for adoption; to endorse as fit, worthy or competent

**Reconcile:** To check, adjust, settle or to make or prove consistent

**Refer:** Send or direct to a person or place

**Render:** To do; provide; present for consideration

**Report:** Give an account of; furnish information or data

**Represent:** Act in the place of or for

**Request:** Asking for something to be given or done

**Research:** Inquire into a specific matter from several sources and put information together

**Resolve:** To come to a determination

**Respond:** To react to

**Retrieve:** To recover or make newly available

**Review:** Examine or re-examine; to give critical examination of

**Revise:** Rework in order to correct or improve; to make a new, amended, improved or up-to-date version

**Schedule:** Plan a timetable; to place in a schedule; to appoint, assign or designate for a fixed time

**Secure:** Gain possession of; make safe

**Select:** Choose the best suited

**Solicit:** To make a petition or request

**Submit:** Yield or present for the discretion or judgment of others

**Summarize:** Make an abstract; brief

**Supervise:** Personally oversees, directs, inspects or guides the work of others with responsibility for meeting standards of performance

**Survey:** To take a general view of; thorough inspection or examination

**Systematize:** To arrange according to a system, make systematic

**Track:** To keep informed

**Train:** Teach or guide others in order to bring up to a predetermined standard; to teach so as to make fit, qualified or proficient; to make prepared

**Transcribe:** Transfer data from one form of record to another or from one method of preparation to another-without changing the nature of the data

**Troubleshoot:** Locate and eliminate the source of a problem in the flow of work

**Update:** Adding new information or corrections

**Validate:** To ensure something is founded in truth or sound data and reasoning

**Verify:** Confirm or establish authenticity; substantiate

**Write:** To compose or produce in writing