

OBJECTIVES

The big outcomes you are planning to achieve during the year

While you might hear some people refer to them as BHAGs (big, hairy, audacious goals), Objectives are outcome-driven achievements that move the needle in a big way for your business. Sometimes people interchange the words "goals" and "objectives," but they are quite different. For example, losing 10 pounds is a goal; being fit and healthy is an objective.

REMEMBER

Think big! What are a few things you get really excited about accomplishing? What big outcomes will set your company up for long-term success? If you have team members, use this as a brainstorming opportunity to get input from everyone. You might be surprised to discover what other people believe is possible for the business to achieve.

HERE ARE SOME EXAMPLES OF ANNUAL OBJECTIVES FROM BUSINESS OWNERS IN VARIOUS INDUSTRIES:

Health and beauty—get the product line on the shelves of a major big-box retailer

Marketing— become the agency of record for the top-10 largest firms in the area

Real estate—be named agent of the year with the highest sales volume in the office

ACTION: WRITE OUT THE BIG OUTCOMES YOU WANT YOUR BUSINESS TO ACHIEVE THIS YEAR
