

# GOALS

The milestones the business will achieve to indicate progress toward the Objectives

Think of Goals as the interim wins on the road to achieving your Objectives. When you reach a Goal, it creates momentum so that you can keep pressing forward. Most people have heard of making Goals SMART (specific, measurable, attainable, relevant and time bound).

However, a critical step that many people miss in making Goals is that Goals must align with the other elements of the plan. In other words, if you can't draw a line from your Goals to your Objectives and from your Objectives to your Vision and Mission, then they might be Actions disguised as Goals.

A local candlemaker was determined to make Oprah's list of favorite things. It was an Objective on her strategic plan for three years. Every year she mapped out the timeline for submitting her product for evaluation for the coveted favorite-things list.

What are the SMART indicators that are most important in achieving your Objectives? How will you know the plan is working? Are any of your Goals really Actions in disguise?

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## HERE ARE SOME OF THE GOALS THE CANDLEMAKER CREATED:

*Follow up with at least five clients every week for testimonials*

*Secure three major distributors by the end of the month*

*Get 12 beauty-blogger mentions by the end of the third quarter*

*Distribute 1,440 sample units by the end of the year*

## QUICK TIP

If you can give it a start and a stop, then it's likely a good Goal to consider for your plan.

### **ACTION: WRITE OUT YOUR WEEKLY GOALS**

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**ACTION: WRITE OUT YOUR MONTHLY GOALS**

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**ACTION: WRITE OUT YOUR QUARTERLY GOALS**

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