



Goal Setting Worksheet

The worksheet aims to help you to clearly describe your goals, and set a deadline for meeting them, by first establishing the desired end result.

This will all be accomplished by focusing on S.M.A.R.T, a recognised goal setting tool. Firstly, let's review what SMART stands for.

Specific

When creating a goal, you want it to be short, crisp, and specific. Having "a good marketing year" or "improving customer relations" are not specific enough. The goal should be formulated after answering these questions:

- What? What is the result I want to achieve?
- Who? Who is taking action and/or is affected?
- When? When do I want to complete this goal?
- Why? Why is this important? What specifically is the benefit of achieving this goal?

Measurable

Each goal that you set should be measurable so that you have a means of ascertaining how far along you are in reaching the goal as well as when the goal will be complete. This will also allow you to determine resources (time, money etc) required to meet the goal.



Attainable

While having history-breaking goals are beneficial it's still important to keep these goals realistic. If in your company history you've generated an average of 10 leads every month, jumping to 2,000 leads per month would be a drastic change. Many businesses do this to push employees and to "go as far as they possible can." But in reality, all this does is discourage the worker as he/she sees they can never actually be successful. It decreases worker stamina.

Relevant

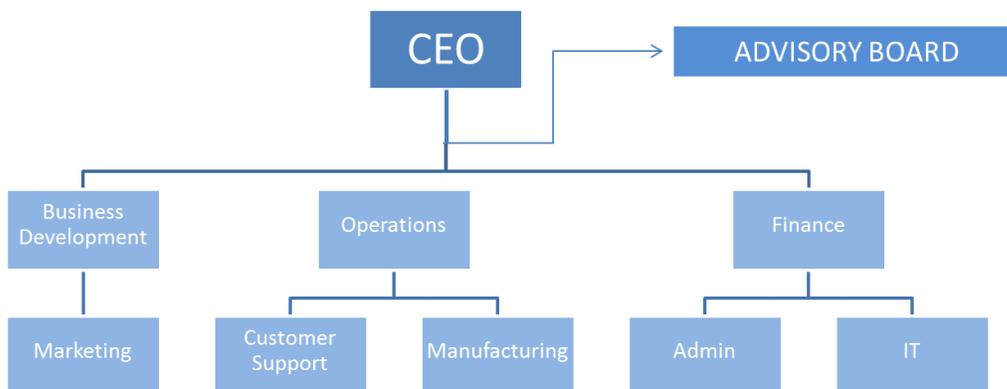
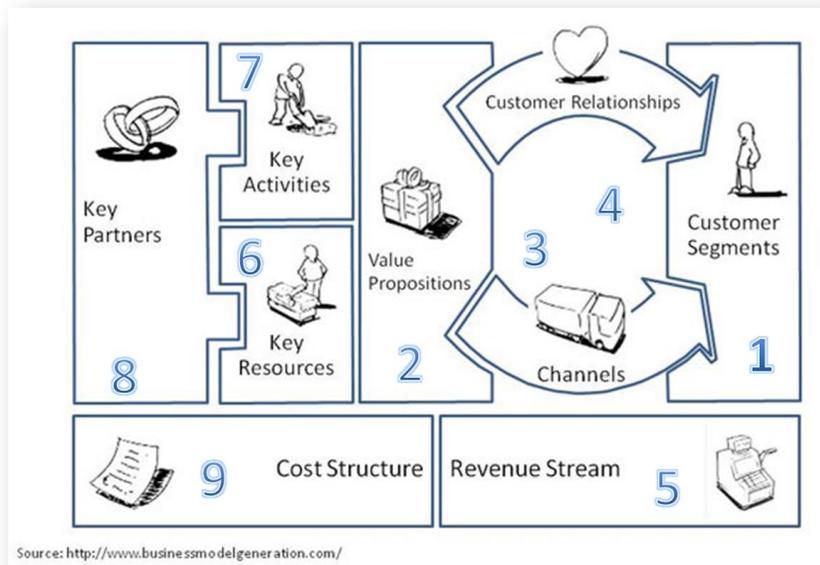
Goals must be related to your business plan, strategy and vision. Say you're a teddy bear that has 100 stores who will only accept 10 teddy bears per month in their toy store. In this situation, your goal likely shouldn't be to "increase production of teddy bears from 1,000 per month to 5,000 per month." While it's great you have more product, if no one is going to take them for sale, why bother? Your goal should be something along the lines of, "increase distribution channels by X%."

Time-bound

The final component of the SMART goals strategy is timely. Without adding a time restriction to your goals, you don't have the necessary motivation to get going as soon as possible. Adding a realistic time boundary lends a sense of urgency to your goal and will help to keep you focused. Since organisations change regularly, so can goals. Making sure your goal is set with a time limit also ensures that you complete the goal while it is still relevant to what you are doing on the job.

GOAL AREAS

A business needs to look at all areas of its operation. It can be useful to use an Organisation Chart or a Business Model Canvas to review your business to ensure that your goals comprehensively address all areas of the business. A SWOT analysis can be a good starting point and I also like the Business Model Canvas and a review of the Organisation Chart. .



Within a business plan, growth areas that require Goals generally fall into Four Areas: Product Development; Marketing; Finance and Team.

It is also advised that Personal goals be set to ensure balance between focus on work and your personal life.



GOAL SETTING TEMPLATE

Company/ Department: Year: Ultimate Goal:			Specific Measurable Attainable Relevant Timebound
Specific Goals [first focus on what not how – answer: what, who and why questions in relation to your goal - rationale should be related to business strategy to achieve key milestones - to summarise each goal in one sentence]	Completion Date/ Timeframe	Next Action & Who	Metric – how are you going to measure success
1.			
2.			
Express your goals in the present tense e.g. I have spoken to 20 potential customers; I have launched a Beta Programme; I have recruited my first full time employee. Add more goals on next page.			



3.			
4.			