

2016 GOAL SETTING CHEAT SHEET

GOAL SETTING QUICK TIPS

- **Make your goals S.M.A.R.T.** (checklist on the right)
- **Start with your 10 year** or 5 year Big Hairy Audacious Goals, then work backwards to today.
- **Include your entire team** when settings goals and find how they see themselves contributing to their completion.
- **Track your goals!** Where you started, how you got there, how you finished.
- **Set a timeline for completion.**
- **Know the 'why'** behind each goal, if you don't have a 'why' it's probably not going to be important to you and your team.
- **Create systems and plans** to build towards successful completion of goals.
- Don't be afraid to **adjust your goals** when needed.

S.M.A.R.T GOAL CHECKLIST

(My goal is)

S

SPECIFIC

M

MEASURABLE

A

ACTIONABLE

R

REALISTIC

T

TIME SPECIFIC

Business Overall Examples

1. **Increase Profitability by XX%**
 - Increase cross-selling throughout organization
 - Improve departmental cooperation

Sales Examples

1. **Increase Revenue by XX%**
 - Setup XX demos each month
 - Setup XX introductory appointments each month

Marketing Examples

1. **Generate XX leads each month**
 - Setup XX live webinars each month
 - Create XX online sales funnels

Customer Service Examples

1. **Achieve XX% customer retention**
 - Have XX more customer touches on each order
 - Educate customers during interactions for better cross selling

Production Examples

2. **Increase # of shipped items per year by XX%**
 - Shorten throughput times by XX%
 - Improve supplier relations for improved lead times