SMART Goals Worksheet

Business goal planner

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Date: _____

Write your SMART business goal here

(See the last page for a description of SMART and help with writing successful goals)

_____

_____ by _____

Motivation

WHY I want this goal for my business (the specific 'outcome/s' you are looking for)	
List ALL the Benefits here (of achieving your goal)	
The BIG Benefit (of achieving the goal)	
What is the PAIN? (of not achieving your goal)	
Achieving this goal will also help me (other areas)	

Obstacles (also known as your secondary gain)

I need to be aware that the BENEFIT to me of NOT completing this goal is		**Note: It's ESSENTIAL that you complete this question**
Other obstacles to my success include		

Set Goal Levels (eg. your goal could vary on timing, quantity, quality)

MINIMUM	
TARGET	
EXTRAordinary	

How will you or your business need to BE different? (a worthwhile goal often requires us to look at / do things differently)

To achieve this goal I/we will START doing	
To achieve this goal I/we will STOP doing	
To achieve this goal I/we will need to BE someone/a business that is	

Moving Forwards (eg. equipment, people, personal qualities, processes, information/knowledge, skills, technology, support, finance etc.)

Resources available to achieve the goal	
Resources I will need to achieve the goal	

Taking ACTION (make sure these things are achievable so you can easily take action and get this moving)

3 steps I will complete in the next WEEK that move me/us closer to this goal	1. 2. 3.
3 steps I can complete in the next MONTH that move me/us closer to this goal	1. by 2. by 3. by

Great Goals are:

1) Stated in the POSITIVE. We tend to get what we focus on! Negatively stated goals make your brain picture what you DON'T want instead of the positive outcome you're looking for (try NOT thinking about an alligator biting your toe!). Plus, negatively stated goals are a painful reminder, rather than an inspiration.

> **EXAMPLES**
> Eg. Use, "I have a fabulous new sales assistant" instead of, "I have to fire Peter"
> Eg. Use, "I weigh 85kg" instead of, "I want to lose 15kg"

2) Stated in the PRESENT TENSE. This means every time you think of this goal, you're picturing success!

> **EXAMPLES**
> Eg. On 30th September I have a fabulous new sales assistant / weigh 85kg

NOW make sure your Goals are:

3) "SMART"

- **S** **Specific** - the more specific you are the easier your goal is to achieve
- **M** **Measurable** - so you know when you have achieved it
- **A** **Achievable** - you can DO something about it. Is it within your control? Winning the lottery is not a "SMART" goal. Goals need to be both challenging to inspire you AND realistic, so you set yourself up for success
- **R** **Relevant** - it matters to you and to your business, and fits where you want to go
- **T** **Time-bound** - has a deadline

Lastly, describe a day in your life, or the life of your business, once this goal is completed:

(Imagine first waking up or walking into work, describe how you feel. Now think about what you see, hear and - importantly - how you FEEL. Fully describe your day now this goal is completed. Who are you? Who is around you? Where are you? What's important to you now? What is your business like? How is your business operating differently?)

Remember that goals are there to INSPIRE you, not to beat yourself up with.