

Goals Exercise

Definition of a goal: Completing a series of one or more tasks that achieve a specific and measurable result.

Most people tend to set general goals such as: **“Hire an assistant”**. In order to set a specific and measurable goal the following 5 questions must be answered:

1. Is this goal aligned with my company vision?
2. Who is involved in accomplishing this goal?
3. What is the purpose of this goal?
4. What are the desired results in accomplishing this goal?
5. What is the due date for this goal?

Therefore, the general goal above could be stated as follows: **“I will hire an assistant 20 hours a week to allow me to increase my marketing activities by April 1st”**

Document Your Goals

1.
2.
3.

Set up to 3 goals that you wish to achieve in the next 30 - 90 days using the 5 questions above to formulate specific and measurable goals (see examples on page 2).

Document Your Goals – Example

1. I will increase my billable hours from 15 to 20 hours per week to increase my monthly gross income to \$8000.00 by June 30th
2. I will spend every Sunday with my family to add more fun and balance to my life beginning on January 15th
3. I will hire an assistant 20 hours a week to allow me to increase my marketing activities by April 1st