



HOW TO Set SMART Goals

ALL AG MEDIA MARKETING WORKSHEET

Goals help you channel your energy.

As a business owner, you juggle many responsibilities. And you probably want to achieve many things. Setting goals isn't the most exciting part of being a business owner, but it is one of the most important. Frustration and "burn-out" can set in when you forget what you're working for. Having goals to reflect on helps you channel your energy, focus your strategies, and provide a structure for measuring your success.

SMART GOAL SETTING WORKSHEET



THE BIG PICTURE

The best goals are clearly defined, but surely they're much bigger than you can achieve at once. What is it that you want to accomplish? What will give you a sense of fulfillment? What does success look like?

BUSINESS GOALS: MONEY, CLIENTS, REACH, IMPACT, PRODUCTS, SERVICES, ETC.

PERSONAL GOALS: WORK-LIFE BALANCE, FAMILY, FAITH, COMMUNITY, ETC.



GOAL

Reflecting on the big picture, what's a goal that you can set to help you get there?

What's important right now? What can you work towards to build the business and life you strive for? What problem can you solve, either for yourself personally, for your business, or for your customers?

At this point, don't stress over the details of the goal, just write down the **one thing** you want to achieve this year, if you achieve nothing else.

WHY IS THIS GOAL IMPORTANT?

WHAT MIGHT PREVENT YOU FROM ACHIEVING THIS GOAL?



GET SMART

They say goals without plans are nothing more than a wish. You've got to be SMART about your goal if you want to reach it. Using the SMART model, revise your goal:

S: SPECIFIC

Don't be vague...we all want to have enough money so we're "comfortable." Define what exactly you're trying to achieve. Keep it short and simple.

M: MEASURABLE

You need to know when you've reached your goal. Answer the question(s) how many, how much, and/or how often.

A: ACHIEVABLE

Reach for the stars, but be realistic. Do you have the resources (time, money, energy, skills) to achieve this goal? If not, what are you missing?

R: RELEVANT

Reflect on your mission statement. Is this going to make an impact in your business or personal life? How?

T: TIMELY

SMART goals have a specific completion date. What's a realistic time frame for you to reach this goal?

AN EXAMPLE...

To sell 24 sides of beef in 2017. *It's specific, it's measurable, you need at least 12 head of cattle to achieve this goal, it's relevant if you're building a direct sale meat business, and it has a clear time frame. You could take this a step further by quantifying the gross revenue or net profit.*

GOALS TO ACTION

My Goal Is:

My Action Items Are:

Completed

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My Assessment:

QUANTITY

QUALITY

ACTION

How much did I do? What activities did you complete, how often...

How well did I do it? What quality of product or service did you deliver, how satisfied are you and/or your customers?

IMPACT

What difference did I make? For yourself personally, what did you learn or what new skills did you acquire; for your business, what new markets did you reach or new challenges did you meet; for your customers, what problems did you solve, what new connections did you make...

My next step is:
