

What is a Goal?

*A goal is an idea of the future or desired result that a person or a group of people envisions, plans, and commits to achieve. People endeavor to reach goals within a finite time by setting deadlines.*¹

Why Do We Set Goals?

- Focuses your sights on something you want to attain
- Deals with the why, when, and how of your life
- Prioritizes the detailed steps needed to reach your dreams
- Breaks overwhelming tasks into smaller manageable tasks
- Helps manage time more efficiently
- Leads to a sense of accomplishment and self-fulfillment

Types of Goals

Short - Term Goals: Are goals that can be attained in a short time. The time frame may range from hours to months. Short - term goals are not set for over six months and can help move us toward our long - term goals.

Long - Term Goals: These require extended time to accomplish. The timeframe may range from six months to years. Long - term goals typically make a significant impact on our educational, personal, and career decisions.



S.M.A.R.T. Goals

To ensure that our goals are practical, we utilize the S.M.A.R.T goal outline:

1. Specific - The goal should identify a specific action or event that will take place.
2. Measurable - The goal and its benefits should be quantifiable.
3. Achievable - The goal should be attainable, given available resources.
4. Realistic - The goal should require you to stretch some but allow the likelihood of success.
5. Timely - The goal should state the time it will be accomplished.

Example of a S.M.A.R.T. Goal

- By April 29th, I will have identified three products I will sell in my business.
- By May 1st, I will identify my target market and marketing plan.

Create business goals that will aid you in your launch. It would help if you created short-term and long-term goals. I have identified some categories for you. Please feel free to add or change categories to your business.

Marketing

Profit

Time Management

Sales

