

DIRECTION AND LEADERSHIP | QUICK CARD DL-01

Goals that actually get done

Fifteen minutes, one goal, and the questions a good coach would ask you.



The practice

Most owners have goals. They are usually in their head, occasionally on a slide from an away day, and almost never written so that anyone could tell whether they had been met. "Grow the business" is a direction. It is not something you can finish.

Over 35 years of research, specific, stretching goals have beaten "do your best" again and again. Add a simple "if, then" plan for the first step and you become markedly more likely to follow through. The plan needs a when and a where, which is roughly the difference between "I must go to the gym more" and the gym.

Your goal on one page

What I want for myself, not just the business

What the business needs to achieve

How I will know, and by when

How stretching is it? (1 to 10)

How committed am I? (1 to 10)

If... then I will...

When I will review progress

A goal with commitment below 7 is worth rethinking before it is worth starting.

Try this this week

Write one goal on a single line, with a date. Then write one "if, then" sentence for the first step ("If it is Tuesday at 9, then I...") and put the "if" in your diary as an appointment.

Coach yourself

Set aside fifteen minutes where nobody can interrupt you, and answer in writing. An answer looks surprisingly different once it is on paper.

G

GOAL

If the next twelve months went well, what would be different for me, not just for the business?

R

REALITY

What goals have I set before, and what actually happened to them?

O

OPTIONS

Working backwards, what has to happen each month for this goal to be met?

W

WILL

How committed am I, 1 to 10? What would make it a 9?

If you catch yourself saying...

You hear yourself say	Try asking instead
<i>"I'll get to it when things calm down"</i>	When did things last calm down?
<i>"I can't commit to a number, too much is uncertain"</i>	What would I need to find out first? Make that the goal.
<i>"We set these every year at the away day"</i>	What happens to them after the away day?

ONE HARDER QUESTION

Which goal have I had for more than a year without starting, and what is that really about?

Keep it going

Goals fade quietly. Decide now who will check progress each month and which existing meeting it belongs in. Then put three dates in the diary: 3, 6 and 12 months from today.

When to get help

If your goal involves selling the business, bringing in investors or changing ownership, involve your accountant or a corporate finance adviser once you know what you want. If the future brings more dread than energy, talk to someone you trust first.

What a coach adds

This card gives you the questions. What it cannot do is notice which one you avoided. It is one of the SMARTer practice cards, covering the ten key areas of a business that sells expertise.



Talk yours through with me: book a Discovery Call at smarterentrepreneurs.co.uk

No pitch, no pressure, and you'll leave with something useful either way.