SMARTer Entrepreneurs

What do you want the business to give you?

Find the goal that is really yours, before you set any targets.

Ask most people what they want from their business and they will say "grow". It is a fair answer, but it does not say how big, by when, or what for. Start with what you want the business to give you, and the business goals follow.

How it works: twenty minutes, three questions

1. What do you want the business to give you? Think about money, time, the work you do, the people you work with, and the end: keep it, sell it, hand it on or close it.

2. Picture the business three years from now, as if it has happened: what it does, who runs what, and what your week looks like.

3. What would have to be true for that picture? The one or two that would do most to give you what you wrote in question 1 are your business goals.

An example

The owner of a twelve-person IT services business, flat for two years, said his goal was to grow. What he wanted was his weekends back, and to step back from running projects within five years. His three-year picture had someone else running delivery. So his first business goal was not "grow" but "a delivery lead who runs the projects without me".

Your turn

1. What I want	
2. In three years	
3. What has to be true; my goals	
This month I will, by when	

Next step up: make each goal specific, with a date and a first step.

Want to talk it through? Book a free Discovery Call at smarterentrepreneurs.co.uk/book-online

© 2026 SMARTer Entrepreneurs. Shared for use in your own business. Please do not copy, adapt or distribute it without permission.