Goals that actually get done

Turn a goal into something you can start on Monday and check every month.

"A better business" is a direction, not something you can finish. A goal gets done when you would know on a set date whether you had hit it, and when the first step is already in the diary.

How it works

1. Write the goal so that on a set date you would know whether you had done it. Make it a stretch, but possible.
2. Write the first step as "If (a time and place), then I will (the step)", and put the time in your diary.
3. Choose a monthly date to check progress, and tell one person who will ask you about it.

An example

The owner of a twelve-person IT services business wanted a delivery lead who runs the projects without him. Made specific, it became "a delivery lead in place by" a date he chose. His first step: "If it is Friday at 2pm, then I write down what the role covers." He checks it monthly.

Your turn

My goal, and the date	
How I will know I have done it	
If (when and where), then I will	
Monthly check date, and who will ask	
This month I will, by when	

Next step up: track one or two measures for the goal every week, so progress stays in sight.

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.