



OfficeTasks

Goals MET

To focus your energy on accomplishing what you desire for your business and yourself, you must first identify your goals and then devise action plans to meet those goals. To have your goals MET they should first be:

Measurable Explicit Tenable

Measurable— capable of being gauged, progress tracked against specific milestones

Explicit— fully and clearly expressed leaving nothing implied

Tenable— capable of being justified, rationally defensible, reasonable

Step One – Start the Process

To start, answer the following questions:

- 1) Where do I see myself in one year, in five years, in ten years?
- 2) What are my current and expected personal financial obligations (house, college, retirement, etc)?
- 3) What are the company's current and expected future financial obligations?
- 4) Do I want the company to grow, to downsize or to remain constant?
- 5) Do I expect to offer additional and / or different products or services?
- 6) What is my current industry ranking? What is my competition like and how are they likely to change?
- 7) What two things I would like to change about my customer base? How is my satisfaction level?
- 8) What two things would I like to change concerning my employees? How is my turnover rate?
- 9) What are two things, not previously mentioned, that would make me happier with my company?
- 10) What are three things I would like to change in my personal life?

You do not need to answer every question and you may want to add your own questions to the list.



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Step Two – Review your Answers

Not every answer will be a goal but chances are there are potential goals within each answer.

Can your goals be MET? Are they Measurable, Explicit and Tenable? If a goal is vague such as 'I want the company to grow' ask the next questions: How much growth is desired? In what direction should the company grow? Within what time frame?

Are any of your goals at cross purposes? For instance a goal of doubling the size of your business and a goal of spending less time at work may not necessarily be mutually exclusive but they are probably at cross purposes. Pick the goal that is more important or amend one goal to include both. Perhaps the new goal should be 'Increase the size of my business by 25% without spending more time at work'.

Are any of your goals so similar they should be combined — such as 'get in better shape and lose weight'?

Now split your goals into time frames:

Immediate — within six months

Short — six months to two years

Medium — two to five years

Long — over five years

If all your goals are immediate or short term, repeat Step One. If all your goals are long term, there is no problem. Long term goals are broken down into short term milestones.

Step Three – Prioritize your Goals

Attach a priority to each goal on your list:

Critical High Moderate Low

If all your goals are critical, review the list again and downgrade the less critical ones. If all your goals are low, start again at Step One.

How long is your list? There is no magic number of goals you can pursue at once but keep in mind that your time and resources are limited. Pick the handful of goals (perhaps two to six) that are most important to start. You will periodically review and update your goal list as you accomplish tasks and as your priorities change.



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Step Four—Create Action Plans

Once you have your goals you can create action plans to achieve those goals. Depending on the goal and the time frame involved the action plan may be one line or may be an extensive project plan. To create your action plan ask yourself:

- How can this goal be accomplished?
- Have I reached a similar goal in the past? If so, how?
- How would someone I admire accomplish this goal?
- Is research or other preparation work needed?
- Who else needs to be involved?
- Is outside expertise required?
- Do I need to purchase or rent equipment?
- What are the financial considerations?
- What are the time commitments?
- What are my timeframes?
- What are the potential obstacles and how can they be overcome?
- For large undertakings, what are the milestones?

Draft your action plan. When drafting the plan try to keep a balance. You do not want to spend more time documenting the plan than you would spend accomplishing the tasks on the plan but careful planning up front can save time throughout. It would be helpful to have a colleague or employee review your plan and provide their input.

Once you have completed your action plans review your goals. For each goal ask 'Are the resources and other opportunity costs worth accomplishing this goal?'

If the answer is no, consider modifying the goal.

If the answer is yes, proceed.



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Step Five – Review Your Goals

Your goal list and related action plans are 'living' documents, they need to be periodically reviewed and updated. Every week set aside a little time to:

- review progress on your action plans
- see if tasks need to be added, deleted or modified
- anticipate any new obstacles that may appear and how they could be overcome
- review your priorities and deadlines.

Unfortunately not every goal is reached. Even though you identified the potential obstacles and how to combat them, sometimes factors beyond your control interfere. This does not mean you have failed. You have, perhaps, completed one or more milestones towards the goal and you have learned from the experience. You are now ready to choose another goal.

Once a goal has been met take a little time to review how this was accomplished:

- if you had to do it again would you do it differently?
- could you have been more efficient?
- were there obstacles encountered that could have been avoided?
- was the goal set too low or too high?
- was there anything else to learn from the experience?
- and—what is your next goal?



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We are experienced professionals supplying quality services that can benefit your bottom line.

For more information, please:

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