

# Tips for Goal Setting for your Business

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- **Make a positive statement** – “Eat healthier” rather than “don’t eat junk food”
- **Be as precise as you can:** Set precise goals, putting in dates, times and amounts so that you can measure achievement. Using the Smart system can help:

## SMART Goals

**S** – Specific (or Significant).

**M** – Measurable (or Meaningful).

**A** – Attainable (or Action-Oriented).

**R** – Relevant (or Rewarding).

**T** – Time-bound (or Trackable).

- This will also help you see whether your goal is achievable.
- **Set realistic goals** – It's important to set goals that you can achieve. All sorts of people (for example, employers, parents, media, or society) can set unrealistic goals for you. They will often do this in ignorance of your own desires and ambitions.
- **Set priorities** – When you have several goals, give each a priority. This helps you to avoid feeling overwhelmed by having too many goals, and helps to direct your attention to the most important ones.
- **Write goals down** – This crystallizes them and gives them more force.
- **Break down goals into smaller operational goals**–If a goal is too large, then it can seem that you are not making progress towards it. Keep goals small and incremental and give yourself more opportunities for reward.
- **Set performance goals, not outcome goals** – You should take care to set goals over which you have as much control as possible. It can be quite dispiriting to fail to achieve a personal goal for reasons beyond your control, such as bad business environments or unexpected effects of government policy.

Setting goals is the first step in turning the invisible into the visible. - Tony Robbins

“Goals are dreams with deadlines.” - Diana Scharf Hunt