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## Strategic Goal Setting ACTION PLAN

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1) Review your big picture vision for your business. What is your dream of success?

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2) List five key events or benchmarks that must or will occur on the path toward your goal:

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_

3) Is one or more of the benchmarks dependent on another? Identify the order in which the goals must be met to be successful:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

- 4) Working backward from your timeline for your big picture vision, list the target date for each of your five listed benchmarks:
1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
  5. \_\_\_\_\_
- 5) Now identify three to five goals that support your number 1 benchmark:
- 1.a \_\_\_\_\_
  - 1.b \_\_\_\_\_
  - 1.c \_\_\_\_\_
  - 1.d \_\_\_\_\_
  - 1.e \_\_\_\_\_
- 6) Next you'll want to prioritize the goals you've identified for Benchmark 1. List how you will evaluate the goals as projects to pursue (i.e. cost, difficulty, effectiveness, time, etc.)
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- 7) Measure each of your goals identified in item 5) above against the criteria identified in item 6) to put your goals in priority order and list a target date for each goal:
- a. \_\_\_\_\_ Date: \_\_\_\_\_
  - b. \_\_\_\_\_ Date: \_\_\_\_\_
  - c. \_\_\_\_\_ Date: \_\_\_\_\_
  - d. \_\_\_\_\_ Date: \_\_\_\_\_
  - e. \_\_\_\_\_ Date: \_\_\_\_\_
- 8) Repeat steps 5-7 for each Benchmark identified in step 4) above. Your end result will be a complex set of goals that you can identify over time for your team.