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Helping Your Acorn Business Grow Into A Solid Oak sm

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Small Business Management

Reaching Your Goals

Why do so many business owners and managers fail to meet the goals they have in mind? All too often, it starts with the fact the goals are "in mind". If you are serious about setting and reaching goals in business the following steps have been shown to be effective:

1. Choose a goal, which is realistic and measurable. While it is fine to set a "stretch" goal, one that is really impossible most often results in the goal just being abandoned. And if the goal is vague or general, not measurable, it is too easy to simply forget.
2. Write the goal down on paper. For some reason, the simple act of putting a goal on paper causes us to be more serious about it.
3. Identify and document specific action steps you will take to reach the goal including a schedule of when you will take each step.
4. Share the goal with someone who will hold you accountable – a goalkeeper. Most often this is a peer or a mentor, someone you trust and someone who will not be afraid to tell you the truth.
5. Establish a schedule of meetings with your goalkeeper specifically to review progress on your goal. Include a discussion of action steps you have taken to reach the goal.
6. As you review progress on your goal, revise the goal if business conditions have changed making the goal no longer relevant, but not just because you are having trouble reaching it.

With thoughts of a better, future state, setting goals is often enjoyable. Reaching those goals, however, takes the management disciplines of planning and control. Entrepreneurs may not have set out to be managers when they founded their businesses, but management is what will make the difference between success and failure.