



4 STEPS TO SETTING POWERFUL GOALS THAT WILL DRIVE YOUR SUCCESS IN 12 MONTHS



THE IMPORTANCE OF SETTING GOALS

“People with goals succeed because they know where they’re going.” - Earl Nightingale

Don’t underestimate the importance of goal setting. Setting powerful goals can be the difference between success and failure in the next 12 months.

Whatever the year may bring, we can guarantee that if you have identified where you’re going, and you develop a plan for how to get there, you are infinitely more likely to achieve it than those who don’t even know where they’re going.

“A (person) without a goal is like a ship without a rudder.” - Thomas Carlisle.

This guide is designed as a simple tool to help you with your goal setting for as we seek to partner with you on your continued road to success.

KEY FOCUS AREAS



We would challenge you to set specific goals in 4 key areas:

- **Lifestyle**
- **Passion**
- **Business**
- **Financial**

For each area there is some core thinking to be done to help you unearth the most powerful goals possible.

We will ask you to consider your purpose and clarify your vision for each area. From there you will be in a position to brainstorm your goals.

LIFESTYLE GOALS

Consider the **purpose** you have identified for your life and your business. How big a part does the lifestyle you want to lead play in that purpose? What sort of lifestyle do you want your business to enable for you?

Next consider what is your “**lifestyle**” **vision**? When you think about your overall vision, how big a part does lifestyle play in that? Define your ideal lifestyle. What would it look like? What would you be experiencing, doing, enjoying? What would the work life balance be like?

Now consider what’s it like now? Do you live the lifestyle you choose to at the moment? Do you work the hours you want to work? Do you get to spend enough time with those you love? Are you experiencing the things you want to? Do you get to make time for your health and fitness? Get to contribute to your community? Travelling? Learning? Etc.

Baring in mind the purpose and vision you’ve identified, what **goals** do you want to set for yourself to achieve in the next 12 months on the journey to achieving the full lifestyle vision you have set out for yourself?

Brainstorm the possible goals and then select the 2 most important ones.

PASSION GOALS

If we don't love (or have passion for) what we do, why are we doing it? Life is short and there are so many opportunities that not identifying how you can spend your time doing something that you really enjoy doing is a shame.

Equally when things get hard or bad times come, if you are not passionate and enjoying what you do then you will inevitably struggle for motivation and may be inclined to give up. Of course, as a Small Business Owner, in the early days we often have to do things we don't enjoy so much but if there is an overriding passion and burning desire to achieve the business ambition we can put up with it for now.

Consider: how big a part of the **purpose** that you have identified for yourself involves doing what you love to do? How will your business enable you to fulfil that? What roles do you want to do within your business and outside your business that ensures you get to do the things that you are passionate about.

When you look at your long term **vision**, what roles do you see yourself performing inside and outside your business that ensures you get to do the things that you are passionate about.

Compare that to how things are now. What needs to change in order to achieve your vision?

What **goals** would you like to set for the next 12 months to ensure you are moving closer to doing what you most want to be doing in your life and work?

BUSINESS GOALS

What is your **business purpose**? Why does your business exist in terms of what it can achieve for you and your customers? Ultimately where does it need to be in order to fulfil that purpose? How many customers does it need to be reaching? What new markets do you need to move in to? What size of customers do you need to be dealing with?

Consider your **business vision**. Where do you see the business being in 5-10 years? Where is it necessary for it to be in order to achieve your lifestyle, passion and financial goals? Baring all of that in mind, where does your business need to be by the end of 2016 in order to ensure you stay on track to achieve that vision?

What **goals** would you like to set to keep you on track towards achieving your business vision over the next year? What personal development goals could you set here to ensure you achieve this?

Brainstorm the possible goals and then select the 2 most important ones.

If you haven't completed a Business Review for the last 12 months, this can be a helpful part of the process of setting business goals so do download our [Business Review Guide](#) which takes you through a simple review process of your 5 business functions.

FINANCIAL GOALS

What is your **Financial Purpose**?

Why does your business exist in terms of the financial reward you will require to create the lifestyle you want, make the difference you want in the world, do what you love to do and build the business you envision?

How much money do you need to deliver this?

What part does finance play in your long term **vision**?

What do you require financially in order to achieve that passion, lifestyle and business vision?

What financial **goals** would you like to set for the next 12 months?

Where will you be by the end of the year on the road to achieving your ultimate financial goals?

Brainstorm the possible goals and then select the 2 most important ones.

8 CORE FINANCIAL GOALS



Pull together your list of 8 core goals.

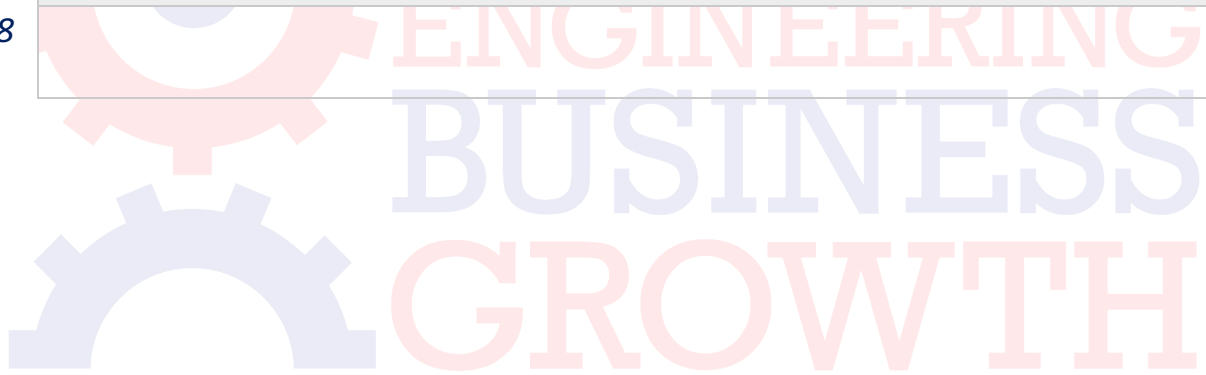
Make sure they are SMART (Specific, Measurable, Attainable, Realistic, Time bound) goals.

Think about how you can put this at the forefront of your mind as you move forward into the next 12 months. For example they could be pinned up on your wall or set as your screen saver etc.

In order to make the most of these goals, think about putting in place an ongoing review process of how you are doing on the path to achieving them. Put in place a method to make sure that you chunk these core goals into specific actions on a monthly basis and use that to help you drive the tactical actions you undertake in the month?

My 8 Core Driver Goals for the next 12 months are:

1	
2	
3	
4	
5	
6	
7	
8	



How was that?

Have you gained some useful insight into your business, yourself and what you want to achieve next year? Its amazing when you take the time to think about what you want to achieve, how inspired and driven that can make you to make it happen.

If you'd like to find out about how to turn those goals and lessons into effective strategy, why not join us at our next "How to drive your business to the next LEVEL" masterclass.

<https://engineeringbusinessgrowth.com/next-level-masterclass/>

For more top tips on how to drive your business forward why not check out our blogs at www.engineeringbusinessgrowth.com/blogcw/.

If you are looking for more ongoing support to make this happen take a look at our growth club <https://engineeringbusinessgrowth.com/next-level-club/>

Or if you'd like to talk with us about your business review, what's come out of it and how to maximise on that information in the next 12 months then feel free to get in touch:

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