HOW TO SET CLEAR

Business Goals

CoSchedule

A business goal is a target that a company wants to reach in a certain amount of time. The purpose of a business goal is to measure progress, provide clarity, and inform decision-making for an organization.

Make Them S.M.A.R.T

Specific: Your goal must focus on one clearly defined metric.
Measureable: You must measure your goal against that defined metric.
Attainable: You need to be able to achieve the goal within a certain timeframe.
Relevant: Your goal aligns with your company values and objectives.
Time-Based: Specify when the results can be achieved.

Define Your Goals

1.
2.
3.

Break Down Your Goals

Goal 1:
Date to complete goal:

Objectives (list 2-3):
1.
2.
3.

Potential roadblocks/challenges:

Action Steps (list 2-3):
1.
2.
3.

What Do You Want To Track?
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Goal 2:
Date to complete goal:

Objectives (list 2-3):
1.
2.
3.

Potential roadblocks/challenges:

Action Steps (list 2-3):
1.
2.
3.

What Do You Want To Track?
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Goal 3:
Date to complete goal:

Objectives (list 2-3):
1.
2.
3.

Potential roadblocks/challenges:

Action Steps (list 2-3):
1.
2.
3.

What Do You Want To Track?
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