



Business Goals that Deliver

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It's the New Year, a time for annual business goal setting. Whether you're an organization with 50+employees or an empire of one, your business success depends on your ability to set and achieve business goals.

Business goal setting provides direction to move your business forward and personal motivation. But only if you set the right goals for the right reasons, otherwise, you run the risk to have a significant negative impact on both the people in your organization and your business plan.

To make goal setting a positive and powerful business practice that tells your staff where the business is heading, here are some pitfalls to avoid:

- Don't set goals without engaging staff or you could lack crucial information around staff challenges, organization resources and capacity
- Not having a balance between the rewards staff will receive for goal accomplishment and the energy the staff will need to invest in achieving them
- Setting unrealistic quota increases in slow growth or stagnant markets
- Making goal setting more about the plan rather than the execution and measurement of the goals and associated actions.
- Too many goals, making nothing a priority and not knowing what is most important to accomplish next
- Falling prey to the 'checking it off the list' syndrome before the actions have been integrated into the business or organization
- No reward or recognition system connected with goal accomplishment

No matter what business goals you set for 2010, make sure they are based on the SMART model, an acronym for Specific, Measureable, Attainable, Relevant and Time-based goals.

Here's why:

Great goals are well-defined and focused – **Specific**; Numbers are an essential part of business and concrete numbers in your goals keep you on track – **Measureable**; Check with your industry association to get a handle on realistic

growth in your specific area to keep goals in reach – **Attainable**; Every business environment is unique based on the current conditions and realities of the business climate – Relevant; You need to choose a time-frame to accomplish each goal – **Time-Based**.

This article was written by Colleen Evans, Chamber Executive Director.
Helping Chamber members Connect, Grow and Prosper.