

Goal Brainstorming



Powerhouse

2019

Review your past year.

List your successes.

Where did you struggle?

Do your homework.

Who's your competition in your industry? What are they doing well?

What mistakes have others made that you want to avoid?

What's new/trending in your field?

Who are the movers and shakers in your business and what are they saying/doing?

How do customers interact with your brand? (Has that changed?)



Get your team involved.

What would they like to improve?

What do they think you should start/stop doing?

What new/interesting ideas do they want to share?

With the information you've gathered above, identify a goal for each/any of the following areas that are relevant to you:

Customer satisfaction

Employee satisfaction

Growth

Marketing

Productivity

Product/service development

Profitability

Pick one goal from above.

What are you trying to accomplish?

Who's involved?

When will you do this by?

Where are the key events/locations relevant to this goal?

What obstacles might you face?

Why does this goal matter?

How will you know if you've reached this goal?

What metrics will you use?

What resources will you need and where can you find them? What resources do you have at your disposal?

How does this goal align with your business strategy?





Once you've thought through what it will take to rock this goal, put your plan in action.

Who is responsible for what?

When will you schedule regular check-ins to assess progress toward said goal?

How will you celebrate when you meet your goal?

Rinse and repeat with each goal you've set for your business.