



Goal Brainstorming

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# Resource

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Version 2.0

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▶ **Review your past year.**

List your successes.

Where did you struggle?

Did you have to adapt your business model in challenging times?

▶ **Do your homework.**

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

How have they responded in times of crisis to remain successful?

What mistakes have others made that you want to avoid?

What's new/trending in your field?

How/where can you turn changing times into new opportunities for your business?

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?)

How might the products/services you offer need to be reconsidered?

 **Get your team involved.**

What flexibility does your business have to accommodate the changing needs of your team?

What would they like to improve?

What do they think you should start/stop doing?

What new/interesting ideas do they want to share?

How can you best support your team in challenging times?

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

Customer satisfaction

Employee satisfaction

Growth (and/or Agility)

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? Are there external factors, like health guidelines, that you need to take into consideration?

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.**