



LET'S  
DO THIS

## Goal setting. How to get started.

When it comes to both your business and personal life, having a specific goal in mind makes it easier to stay on track and achieve. Life gets busy, and in particular when it comes to business, you can be so busy working **in** your business, that you don't take time out to work **on** your business, so sometimes it's more difficult to get to where you want to be.

To ensure that this doesn't happen in your business, take the time **now** to go through what you want to achieve, in 6 months, 12 months and 3 years. If you are very specific about your goals and add timeframes, you're more likely to commit to making it happen, particularly if they are SMART goals:

1. Specific
2. Measurable
3. Achievable
4. Realistic
5. Timely

This is a great starting point to get you thinking about what goal or goals are right for you and your business.

### Things to consider:

Why do you do what you do? What are your priorities right now? Are there any opportunities coming up or any risks to mitigate? What keeps you up at night? What timeframes are achievable? What measurements do I need? How will I know I'm on track? What resources might I need now and into the future?

### Actions steps to start you on your way:

1. Set your goals. Do you have more than one? Business or personal?
  - Set your priorities.
  - What is it that you ideally want to achieve? Be specific!
  - When will this happen? How will this happen?
  - Write it down!
2. Consider how your goal may impact yourself and others.
  - Talk to your team, family and friends if necessary.
  - What might you need to change or do to help achieve your goal?
3. What measures will best let you know you are on track?
  - Is it a financial measure? Reducing debtor days? Increasing profit by a certain percentage?
  - Is it an action measure that you can tick off?
  - How often will you measure them?
  - Do you need an industry benchmark?
  - Make it specific!
4. Can you foresee any roadblocks to achieving your goal?
  - How can these be addressed?
  - Do you need external assistance to mitigate these? Do you need additional training?
5. Schedule time and Develop Your Plan. Write it down. Put it in a visible place. Commit to it.
  - Include start dates, end dates, assign people to tasks
6. Monitor your progress against specifically set targets and timeframes.
  - Check regularly how you are going. What are your benchmarks?
7. Lastly, remember that sometimes things change and that's okay, so review and refine as needed.

**So Let's do this! Invest the time now to help your business achieve in the future. What's your goal?**

A tailored approach for each business is recommended, so if you need a hand with setting financial goals, please give us a call for assistance and advice on 4927 4588 to see how we can help.

## **WE ARE DRIVEN TO UNDERSTAND WHAT YOUR FINANCIAL GOALS ARE, AND HELP YOU ACHIEVE THEM.**

- BUSINESS IMPROVEMENT STRATEGIES
- BUSINESS STRUCTURES AND SUCCESSION PLANNING
- SELF MANAGED SUPERANNUATION FUNDS
- TAXATION AND ACCOUNTING
- AUDITING AND ASSURANCE



ROCKHAMPTON • YEPPON • EMERALD



[EVANSEDDWARDS.COM.AU](http://EVANSEDDWARDS.COM.AU)



**EVANS EDWARDS**

ACCOUNTANTS | AUDITORS | BUSINESS ADVISORS