

2021 SMART Goals Worksheet

STEP 1: What is your BIG DREAM? WHY is the essential question to ask! This exercise should make you emotional as it discovers your internal fire.

Why are you building your business this year? _____

Why? _____

Why? _____

Why? _____

Why? _____

STEP 2: Set a Big, Hairy, Audacious, Goal (BHAG)! This goal should scare you and probably be just out of reach this year. It will put a goal around the vision! What is your BHAG for this year?

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STEP 3: Make it S.M.A.R.T. (Specific, Measurable, Achievable, Relevant, and Time-Bound). We must now convert your BHAG into a goal that you can be accountable to.

What is your goal's deadline? _____

Get these numbers for the workshop:

Household / Family Budget:

2020 Recurring Revenue:

2020 Recurring Profit:

Average Revenue Per Recurring
Client:

Sales Conversion (#leads → 1 sale)

Employee Conversion (#applicants
→ 1 "retained" employee)

What is your 2021 SMART Goal? _____

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STEP 4: Break up your SMART Goal! We need to make your goal manageable by breaking it up into smaller bite-sized portions.

Quarter 1 SMART Goal: _____

January SMART Goal: _____

February SMART Goal: _____

March SMART Goal: _____

Quarter 2 SMART Goal: _____

April SMART Goal: _____

May SMART Goal: _____

June SMART Goal: _____

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Quarter 3 SMART Goal: _____

July SMART Goal: _____

August SMART Goal: _____

September SMART Goal: _____

Quarter 4 SMART Goal: _____

October SMART Goal: _____

November SMART Goal: _____

December SMART Goal: _____

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STEP 5: Determine your action steps! You've outlined your year in SMART goals to give you the best opportunity to achieve your 2021 BHAG. List the action steps you need to take in order to hit your first monthly SMART goal?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

STEP 6: Identify your landmines! This will NOT be a cakewalk. List your potential landmines that could derail you from accomplishing your 2021 BHAG (fear, distractions, other people, money, time)? What has held you back in the past? These culprits are likely to strike again if you let them.

1. _____
2. _____
3. _____
4. _____
5. _____

