

RESULTS	THE DEEPER "WHY" - Why do you want to achieve this, what do you gain, What feelings / emotions will you have
GOAL	THE "WHAT" - What do you want to achieve
KPI's / SUCCESS MARKERS	THE MEASUREMENT - How will you know you are headed in the right direction, and how far you've gone (Note this equals Milestones in the Old format)
STRATEGY	THE BIG PICTURE "HOW" - How will you achieve this. View from 10,000 feet
ACTION	THE DETAILED "HOW" - The specific actions needed to achieve this goal

SMART Goals are:

- S - Specific**
- M - Measurable**
- A - Attainable**
- R - Results Oriented**
- T - Time Frame**

DEFINITIONS

GOAL	The result or achievement toward which effort is directed, aimed. Terminal point in a race. Other marker by which a point is indicated.
STRATEGY	A plan, method or series of maneuvers or stratagems for obtaining a specific goal or result (SEE MASTERY CHECKLIST Pages 16 - 30)
ACTION	The process or state of acting or of being active, something done or performed, act or deed, an act that one consciously wills and that may be characterized by physical or mental activity (SEE MASTERY CHECKLIST Pages 16-30)
RESULT	A significant event or stage in life, progress, development or the like of a person, nation, company

THE 90 DAY PLAN SMART GOAL EXAMPLE - How your 90 days goals come true

RESULTS - "WHY"

I will be able to invest in new marketing and bring in new team members, which means that I can serve my clients better and make a bigger difference in the community.

GOAL - "WHAT"

Have 20,000 in Net Profit during the upcoming quarter

KPI/Success Marker 3 >

Increased Profit by \$20,000

Strategies

1. Daily Sales Targets
2. High Margin Items

Actions

1. Determine and Post Daily Sales Targets
2. Train Team on what items are high margin
3. Meet with Team Daily to celebrate wins

KPI/Success Marker 2 >

Increased Profit by \$10,000

Strategies

1. USP & Guarantee
2. Sales Scripts

Actions

1. Define our USP & Guarantee
2. Create Scripts for team incorporating them
3. Train team on Scripts and measure results

KPI/Success Marker 1 >

Increased Profit by \$3,000

Strategies

1. Monthly P&L , Balance Sheet, & Cashflow
2. Budget for Sales and Expenses

Actions

1. Hire a bookkeeper and train on our books
2. Complete a Quarterly Budget & Stick to it!
3. Hire part/full time bookkeeper or outsource

YOU ARE HERE TODAY

THE 90 DAY PLAN SMART GOAL WORKSHEET - How your 90 days goals come true

Goal # _____

RESULTS - "WHY"

GOAL - "WHAT"

KPI/Success Marker 3 >

Strategies

1

2

Actions

1

2

3

KPI/Success Marker 2 >

Strategies

1

2

Actions

1

2

3

KPI/Success Marker 1 >

Strategies

1

2

Actions

1

2

3

Where you are today!

THE 90 DAY PLAN SMART GOAL WORKSHEET - How your 90 days goals come true

Goal # _____

RESULTS - "WHY"

GOAL - "WHAT"

KPI/Success Marker 3 >

Strategies

1

2

Actions

1

2

3

KPI/Success Marker 2 >

Strategies

1

2

Actions

1

2

3

KPI/Success Marker 1 >

Strategies

1

2

Actions

1

2

3

Where you are today!

THE 90 DAY PLAN SMART GOAL WORKSHEET - How your 90 days goals come true

Goal # _____

RESULTS - "WHY"

GOAL - "WHAT"

KPI/Success Marker 3 >

Strategies

1

2

Actions

1

2

3

KPI/Success Marker 2 >

Strategies

1

2

Actions

1

2

3

KPI/Success Marker 1 >

Strategies

1

2

Actions

1

2

3

Where you are today!

THE 90 DAY PLAN SMART GOAL WORKSHEET - How your 90 days goals come true

Goal # _____

RESULTS - "WHY"

GOAL - "WHAT"

KPI/Success Marker 3 >

Strategies

1

2

Actions

1

2

3

KPI/Success Marker 2 >

Strategies

1

2

Actions

1

2

3

KPI/Success Marker 1 >

Strategies

1

2

Actions

1

2

3

Where you are today!