



SET YOUR GOALS

Turn your vision into goals so that you have a structure for your activity

Remember, a plan is a documented account of the intended action to be taken and by when to achieve those goals. It details everything that needs to be done, when it is to be done, how it is to be done and by whom.

Whilst your goals relate to your vision, they are much more specific. Think of your vision as being the destination towards which you are moving and then think of your goals as being like landmarks along the way – they give you something to aim for.

In the same way that your vision needs to motivate you to take action, so do your goals, so remember to make them Positive, Purposeful, Precise, Parallel and Practical.

Positive means ‘affirmative’, so make sure your goals are based on your intent, and on what you want, as opposed to what you don’t want. **Purposeful** means that they relate to your ‘why’. **Precise** is about being specific. Vague goals are hard to achieve as it’s difficult to decide on the steps needed to achieve them. “I want to earn more money” is wishful thinking. “Increase my monthly revenue by £5,000” is a goal. **Parallel** means that your goals are in-line with each other. If you have conflicting goals, you may fail to achieve any of them. And, **Practical** is about ensuring that they are achievable. Whilst your vision is bold and stretches the current reality, your goals need to be challenging enough to motivate you, but also, they need to be perceived to be achievable.

So, in order to make your vision a reality, what goals do you need to achieve?

