

GOAL SETTING FOR SUCCESS

10 CONSIDERATIONS

Specificity Clear and specific goals help you & your team understand what's needed to achieve goals and measure progress

Measurability Goals that can be quantified are easier to track and evaluate, allowing you to make data-driven decisions and monitor progress

Relevance Goals should be aligned with the business's overall mission and strategic objectives, ensuring that everyone is working towards the same purpose

Time-bound Setting deadlines helps prioritise work and creates a sense of urgency that can increase motivation and productivity

Achievability Goals should be challenging, but not impossible, to achieve. Setting achievable goals is important to maintain motivation and build confidence

Alignment Goals should be aligned with each other, as well as with the business's overall strategy, to ensure that they are mutually beneficial to progress the business vision

Accountability Be accountable for achieving goals with support & resources necessary, including tracking progress to identify issues & opportunities; ensure resources are being used effectively; and encourage motivation

Communication Clear and frequent communication about goals and progress towards them can increase engagement and motivation, especially important where there are multiple stakeholders, including family members, employees & suppliers

Flexibility Goals should be reviewed and adjusted as needed to reflect changes in the business environment, priorities or new opportunities

Buy-in All stakeholders should be involved in the goal-setting process to increase their ownership and commitment to achieving the goals



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