



RESPOND → PLAN → RETURN STRONGER

The logo for Alimental Life features the text "Alimental Life" in a serif font, with a pink brushstroke underline. Below the text, the tagline "Nourishing Growth" is written in a smaller, sans-serif font.

Alimental Life
Nourishing Growth

New Year, New Plan

SMART Goal Setting for a Successful 2022

PRESENTED BY

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BUSINESS GOALS



Staples surveyed 300 small businesses
80% fail to track their business goals
77% failed to reach their vision

KEY REASONS GOALS ARE NOT MET

- Didn't Support Company Purpose, Vision or Mission
- Wasn't Aligned with Organization Capabilities
- Goal Priority was Not Established
- Nobody was in Charge
- Lack of Leadership Support
- Lacked Clarity



KEY REASONS GOALS ARE NOT MET (cont.)

- Lacked Check Points
- Goals Were Inflexible
- No Milestones Set
- Goal Success Poorly Defined
- Failure to Include the Implementers
- Goal was Undocumented and/or Uncommunicated



Questions to Ask Yourself Before Setting Business Goals

- Start with WHY - Why did you start or join this business? Is it still relevant? Are you still on track?
- Are you happy and love what you do? If not, what would make it better?
- What does success look like to you? How can you make steps to achieve this?
- What motivates you? Your customers? Employees?
- Do you have time for being proactive? Or is most of your day spent being reactive?
- What do you wish could be different?

BUSINESS GOALS

WHY AND WHO?

Start off with Why do we want to set this goal, and for who?

Some questions to get started:

- What are we good at?
- Where are our pain points?
- What do we wish could be better?
- Where are we spending too much time?
- What are the drivers/motivators of our team?
- What is the feedback we are being given by our customers?
- Where are we excelling?
- Where are we failing?
- What needs attention?
- What do we need to do today, to keep doing the things we are already doing well?

SMART Objectives



Specific:

- State what you want to do
- Use action words



Measurable:

- Provide a way to evaluate
- Use metrics or data targets



Achievable:

- Within your scope
- Possible to accomplish
- Attainable
- Resources



Relevant:

- In line with company vision and culture
- Improves the business in some way
- Impact



Timely:

- Time bound
- State when you'll get it done
- Be specific on date or time frame
- Make check points or milestones

SMART Outline Objectives Checklist



Specific

Measurable

Achievable

Relevant

Timely

Write your goal here



Write your goal here



SMART Outline Objectives Checklist



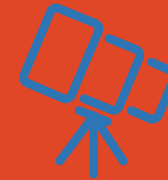
Specific



Measurable



Achievable



Relevant



Timely

I want to increase exposure on social media



I want to eliminate something from my schedule, so I can **set aside 1 hour a day to focus on social media posts on IG**, in order to gain an additional 1000 followers by **Feb 28**. **In hopes to increase traffic to our online store, which should in turn, will increase sales.**



SPECIFIC

- What do you want to accomplish?
- Why?
- Who is involved?
- Where is this going to happen?
- What constraints or risks might come up?



MEASURABLE

- How will you or your team know when the objective is accomplished?
- What indicators will you look for to measure progress as well as success?
- Is data available? Or will you need to come up with a new way to track progress?

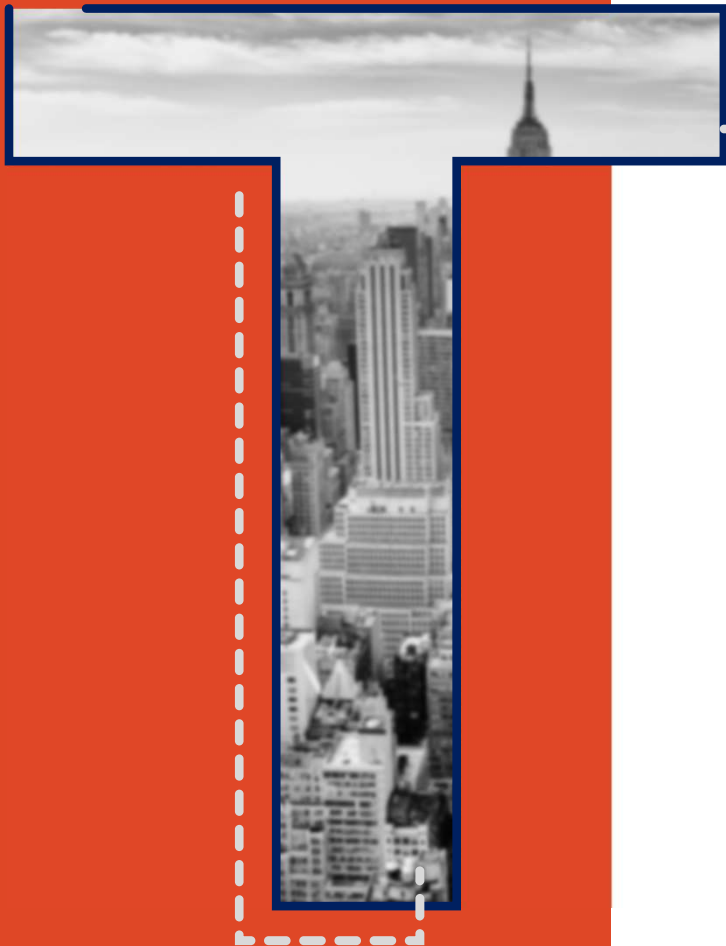


ACHIEVABLE

- Do you have the resources (time, money, skill set, people) to achieve this goal?
- If not, can you find a solution?
- What is needed to ensure this goal is achievable and you and your team capable of doing it?
- Is this goal achievable by the timeframe you've set?
- Did you include/get input from the individuals that will be implementing this goal and get their buy in?

RELEVANT

- What is the impact of this goal? Why is it relevant?
- Is it worth doing?
- Is this the right time to pursue this goal?
- Does this goal align with the organization's culture and vision?
- Does this goal align with other initiatives/needs/efforts that will be happening simultaneously?



TIMELY

- When will you achieve this objective?
- Are there milestones to set that are important to achieving this objective?
- When will the activities take place and in what order?
- What are you willing to accept and not accept as far as being ahead or behind timeline?

QUESTIONS?

What are your goals? How can you make them SMART?

Share your goals now and we'll help you make them SMART!



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Thank You!