



BUSINESS OWNER'S GOAL GUIDE



We created this guide to help you uncover your goals and discover what matters most to you as a business owner.

When starting my business back in 2004, I never would have imagined we'd be where we are today. But, in order to grow and be able to use my specific gifts well, I quickly realized I needed to begin setting goals for myself and our team.

Regardless of how long you've been in business, you still only have 24 hours in one day. If you're anything like me, you've likely already learned that you can't do it all, and do it well.

WHETHER YOU'RE USING THIS GUIDE AS A TEAM OR AN INDIVIDUAL, IT'S WORTH INVESTING YOUR TIME TODAY TO DIVE IN AND START UNCOVERING GOOD GOALS FOR YOUR BUSINESS.

Set aside a half-day for yourself or your team to put up an out-of-office and dive into goal-setting. If you're working through this guide with team members, give each person an opportunity to answer each prompt as you work through this guide.

Finally, good goal-setting only works when you continue to check in on your goals. Set a date on your calendar—whether it's a monthly check-in or topic of conversation in your weekly team meetings—to evaluate your goals and your progress. Over time, you'll see your little-by-little progress add up!

We use PowerSheets individually and as a team to set good goals together, and create strong team unity. We're excited to dig in with you. Let's make this year ahead our best yet!

Cultivating what matters with you,

ON INSTAGRAM

@cultivatewhatmatters

**CULTIVATE BUSINESS OWNERS
GROUP ON FACEBOOK**

ABOUT MY BUSINESS

Make a mess! Your answers don't have to be perfect. Answer this as a team or as an individual leader.

THE NAME OF MY BUSINESS

WORDS THAT DESCRIBE MY BRAND:

- | | |
|-------------------------------------|--------------------------------------|
| <input type="radio"/> Accessible | <input type="radio"/> Service-driven |
| <input type="radio"/> Luxe | <input type="radio"/> Product-driven |
| <input type="radio"/> Fun loving | <input type="radio"/> _____ |
| <input type="radio"/> Story-driven | <input type="radio"/> _____ |
| <input type="radio"/> Sophisticated | <input type="radio"/> _____ |
| <input type="radio"/> Friendly | <input type="radio"/> _____ |

THINGS WE VALUE AS A COMPANY:

- _____
- _____
- _____
- _____
- _____
- _____

WHY I CREATED MY BUSINESS:

PROBLEMS WE SOLVE FOR OUR CUSTOMERS/CLIENTS:

WHAT I HOPE MY BUSINESS WILL LOOK LIKE IN 5 YEARS:

OUR MISSION STATEMENT

LOOKING BACK

THINGS THAT WE HAVE DONE WELL, OR
HAVE WORKED WELL, IN THE PAST

EXISTING CHALLENGES THAT
NEED SOLUTIONS

ON A SCALE OF 1 TO 10, RATE HOW SATISFIED YOU FEEL IN EACH AREA OF YOUR BUSINESS. A rating of 1 means you are not satisfied at all, and wish for this area to change dramatically. A rating of 10 means you are fully satisfied, or it's not a priority in your current season of life. Keep these ratings in mind as you think about your goals.

_____ FINANCES

_____ TIME MANAGEMENT

_____ LEARNING AND DEVELOPMENT

_____ TEAM UNITY *(if applicable)*

_____ PRODUCTS/SERVICES

_____ SYSTEMS/PROCESSES

_____ INDIVIDUAL GROWTH

_____ CUSTOMER/CLIENT SERVICE


_____ BIG PICTURE GOALS

_____ MISSION FOCUS

AREA THAT NEEDS THE MOST CHANGE

GOALS BRAINSTORM

Review what you've written so far and brainstorm some goals here.
Include financial goals, team goals, time management goals, growth goals,
learning goals, and big picture goals.



Then, ask yourself these questions about each potential goal:

DOES THIS GOAL ALIGN WITH MY MISSION?

DOES THIS GOAL SERVE MY CLIENTS OR CUSTOMERS?

If the answers are positive, you're *good to goal!*

MY BUSINESS GOALS

THINGS I WANT TO DO, OR MAKE PROGRESS ON, THIS YEAR

Keep it simple and choose just three goals to start. In three months, you can reevaluate and choose a new set of three, or keep going on these!

1

MY GOAL + WHY I WANT TO MAKE THIS HAPPEN:

MY FIRST STEP:

HOW I'LL CELEBRATE COMPLETING THIS, OR MAKING PROGRESS:

2

MY GOAL + WHY I WANT TO MAKE THIS HAPPEN:

MY FIRST STEP:

HOW I'LL CELEBRATE COMPLETING THIS, OR MAKING PROGRESS:

3

MY GOAL + WHY I WANT TO MAKE THIS HAPPEN:

MY FIRST STEP:

HOW I'LL CELEBRATE COMPLETING THIS, OR MAKING PROGRESS:



MY NEXT GOAL-GETTING REFRESHMENT DAY IS:



CULTIVATE

WHAT MATTERS