



## Objectives – What Measureable Targets Must the Business Accomplish

Once you know where you are headed, your vision and you have decided why your business exists mission / purpose, identify specific, measurable objectives that are achievable within a particular timeframe: a deadline.

The objectives must be important to the success of the business. The setting of objectives for 30, 60, 90 days, 12 months or whichever timeframe works for you is extremely powerful.

This will result in focused, meaningful action: a key ingredient for success.

Choose the objectives that are most critical to your business. Start with key financial objectives and key marketing objectives. Focus on the most important aspects of your business, measure and make yourself accountable for the results.

What measurable targets must the business accomplish?

Successes – strengths & opportunities, new ideas

Address issues – weaknesses & threats

Think about what you would like the answers to these questions to be at the end of a specific deadline.

We completed ....      We have started ...

We now ...                We no longer ...

We increased ....      We decreased ...

What, when, measure

Examples;

What specific measureable **financial targets** will you achieve?

sales, profit, margin, cash flow, remuneration, debt ....

e.g. increase sales of Service A from £X to £Y by [deadline]

What specific, measurable **marketing & sales** targets will you achieve?

new products, new customer, number of customers, awareness

e.g. introduce new product A in Quarter X to add sales revenue of Y by Quarter Z

What specific, measurable **operations targets** will you achieve?

chargeable time, location, customer service

e.g. by Month X ensure Y% of customer enquiries are responded to within 24 hours

What specific, measurable **people targets** will you achieve?

number, type, benefits, remuneration,

e.g. by Month X take on an additional Y full-time qualified support staff

What specific, measurable **personal targets** will you achieve?

role, remuneration, hours, personal development, networking & speaking

e.g. work no more than X hours a week