

BUSINESS GOAL TEMPLATE

Before you can think about developing strategy, you need to do four things:

1. Define your business boundaries
2. Determine and agree the overriding goal for the business
3. Agree what necessary conditions must be met to achieve your goal, and
4. How you will measure your progress

1. Business Boundaries: It is essential that you define what business you are in. What areas of business you are prepared to engage in and what is not acceptable? Also what are the geographical boundaries?

2. The Goal: What are you striving to accomplish? What is the overriding end-goal?

3. Necessary Conditions: What are the conditions necessary to achieve the goal? e.g. understanding customers needs, having the right people etc. To qualify as a Necessary Condition, each must be mutually exclusive and an absolute requirement for success. If any one of the Necessary Conditions is not met, you must not be able to achieve the goal

4. Measures: List the people, process, customer and financial measures you will need to monitor your progress towards your goal. This should not be a 'shopping list' of measures. Rather, it should be the 20% that account for 80% of performance, and should be valid from the shop floor to the boardroom.

Business Boundaries:

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The Goal:

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Necessary Conditions: If required, use a separate piece of paper

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2.
3.
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7.

Measures: If required, use a separate piece of paper

1.
2.
3.
4.
5.
6.