

# Short-Term Goals

## Coaching Questions

### What was your last goal?

- Did you accomplish it? Why? Why not? What will you do differently to ensure you reach your next goal?
- The best indicator of future success is past success. That is why interview questions and resumes are designed to understand how a candidate has performed in the past. You need to assess yourself in a similar way. Have you met your goals in the past? If so, this increases the chance that you will keep meeting them in the future.
- If you are not reaching your goals, you need to figure out exactly why you haven't. If you keep on doing the same things, but expect to reach your goals, you haven't changed anything to help yourself do this. By identifying why you haven't met goals, you can prevent those challenges from stopping you in the future.
- Common reasons why you may not have reached a goal is;
  - **Multi-tasking**  
Doing too many things at once, and not completing anything. It is proven that focusing on one task, and completing it, is a more effective use of your time.
  - **Procrastination**  
Doing other tasks that may be more enjoyable or easier to complete. Why are you procrastinating? What else are you doing? Could you eliminate this until you reach a goal? Could this other activity be your reward once you are successful?
  - **Personal reasons**  
You could have a personal crisis or family issue that arose. This may be a one-time thing, or this may happen frequently. You need to find time to focus or maybe simply wake up earlier to get certain things done.

### What are you going to accomplish in the next 2 weeks? Is it a SMART goal?

- Come up with a goal that you would like to achieve that would make you proud or feel accomplished by doing it.

- Make sure that your goal is SMART, which is;
  - **Specific.** Be as precise as possible as to what you are looking for so that it helps guides your activities. For instance, meet a banker in the leasing division of one of the top 10 largest banks.
  - **Measurable.** How do you know if you actually met the goal 100%? You need to make a goal quantitative (a number) in order to know that you met it. For example, '10 new customers' is a measurable goal as opposed to 'get new customers'.
  - **Achievable.** If you don't believe that you can reach a goal, it reduces the effort that you put in.
  - **Realistic.** This is tied into achievable, but it makes it so that you can tell others what your goal is, and they will buy in.
  - **Timely.** Have a due date, a time that this goal needs to be completed by.
- Why did you choose this goal? How is it strategic to the rest of your business direction? Make sure that all of your goals are tied to your strategy. They should not be tasks, such as data entry. They should be something that is tied to the long term betterment of your business.

## What is your reward? Do you normally have one? How might a reward help you?

- Always have a reward planned. And if you achieve the goal, make sure that you reward yourself. For instance, if you decide to give yourself a vacation day, you need to actually take a day off. If you don't, you aren't giving yourself a break and there is less internal motivation in future as you aren't going to give yourself the reward.
- Rewards should be based on the size and difficulty of the goal. For instance, if your goal is to get a new customer and you do it, you could take yourself out for an ice cream. However, if you landed the largest customer that you ever imagined, you should take yourself and family out for dinner.

### Examples:

- Get a sale over \$5000 within 2 weeks.
- Get a meeting with 1 potential strategic partner within the next month.
- Post the website and send it to 300+ people within 3 weeks.
- Create a marketing plan designed to generate \$50,000 in business by the end of the weekend.
- Finding 3 potential new suppliers for plastic moulding by the end of the month.
- Finding a mentor with a sales background within the next 6 weeks.
- Get 10 resumes for a new position within a week.
- Submit taxes to accountant within 2 weeks.