

BUSINESS STRATEGIES > Ron Price

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Goal Setting for Business Owners & Executives

Most business owners have completed their organizational plans for 2008, communicated with specificity and enthusiasm to their employees, and appropriated the necessary resources to lay the groundwork for a successful year. However, if our experience interacting with executives is any indication, few have applied this same discipline to creating and implementing an individual performance plan for the year. Sometimes this is nothing more than an oversight, other times it is because the leader of the organization doesn't feel accountable to the same disciplines imposed on others, and sometimes it is because of deeper feelings of insecurity that produce a subtle but lingering fear of failure.

What about you? Do you have a dynamic professional development and performance plan for 2008? Have you asked, "What does superior performance look like in my role?" and created a set of key results that you can track throughout the year to maintain your focus on what matters most? Are you leading to win or leading to not lose? How can you tell the difference? If not, here are three steps you can employ to create your plan.

Take Inventory

- What am I happy about regarding my own contributions to success in our business during the past year?
- What am I frustrated about regarding my contributions during the past year?
- What am I hopeful about regarding my role in the coming year?
- What am I fearful about regarding my role in the coming year?

Create Focus

- What are the key results that will reflect superior performance in my role during the coming year?
- What will I need to change or reinforce about the way I do my work to achieve these key results?
- How can I make sure that I maintain a steady and intense focus on these key results for the entire year?
- What do I need to quit doing or say "no" to in order to maintain a passionate focus on what matters most?

Measure and Celebrate

- How should I track my progress toward achieving superior performance throughout the year?
- When and how often will I consider making adjustments to my plan based on the changes in circumstances that occur through out the year?
- Who can I include as an advisor or coach to help me stay disciplined and motivated throughout the year?
- How will I celebrate milestones achieved along the way and what big "prize" will motivate me to run through the finish line at the end of the year.

Answering these questions can lead you to a fresh focus and accountability for your own performance as a business owner or executive throughout 2008.

