

Business Goals

What is the primary objective of my business in the next 1-3 years? (e.g., increase revenue, expand market share, improve profitability, enhance brand recognition)

What specific, measurable targets or milestones do you aim to achieve in the next year to move closer to your long-term business goals? (e.g., revenue growth, number of new customers, sales goals.)

What challenges or obstacles do you anticipate in reaching your business goals, and what strategies or resources do you plan to utilize to overcome them? (e.g., competition, financial challenges, market changes, technology advancements)



Vision & Mission

Vision

Goals
Future Vision
Impact
Achievement
Core Objective
Business Destination
Purpose
Clear Path

Mission

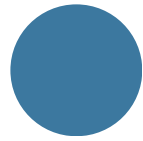
Business Goal
Now
Reason
Pursuit
Core Purpose
Business Values
Value
Clear Rules

What Ideas Do You Have For Your Vision?

What Ideas Do You Have For Your Mission?



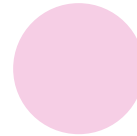
SWOT *Definition*



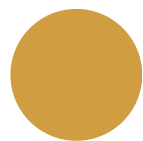
STRENGTHS

The characteristics that give a business or project an advantage over others.

WEAKNESSES



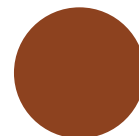
Characteristics that place the business or project at a competitive disadvantage.



OPPORTUNITIES

Factors that the project could exploit to its advantage.

THREATS



Elements of the environment that could cause problems for the project.



SWOT *Analysis*

STRENGTHS

WEAKNESS

OPPORTUNITIES

THREATS



Building Confidence

I Excel In

I Excel At

One Of My Amazing Qualities Is

My Friends Admire My Skills In

My Family Expresses Gratitude For

I Possess An Innate Knack For

I've Achieved Success In

I Feel A Sense Of Accomplishment When I

My Confidence In Attaining My Goals Stems From My Aptitude For



SMART GOALS

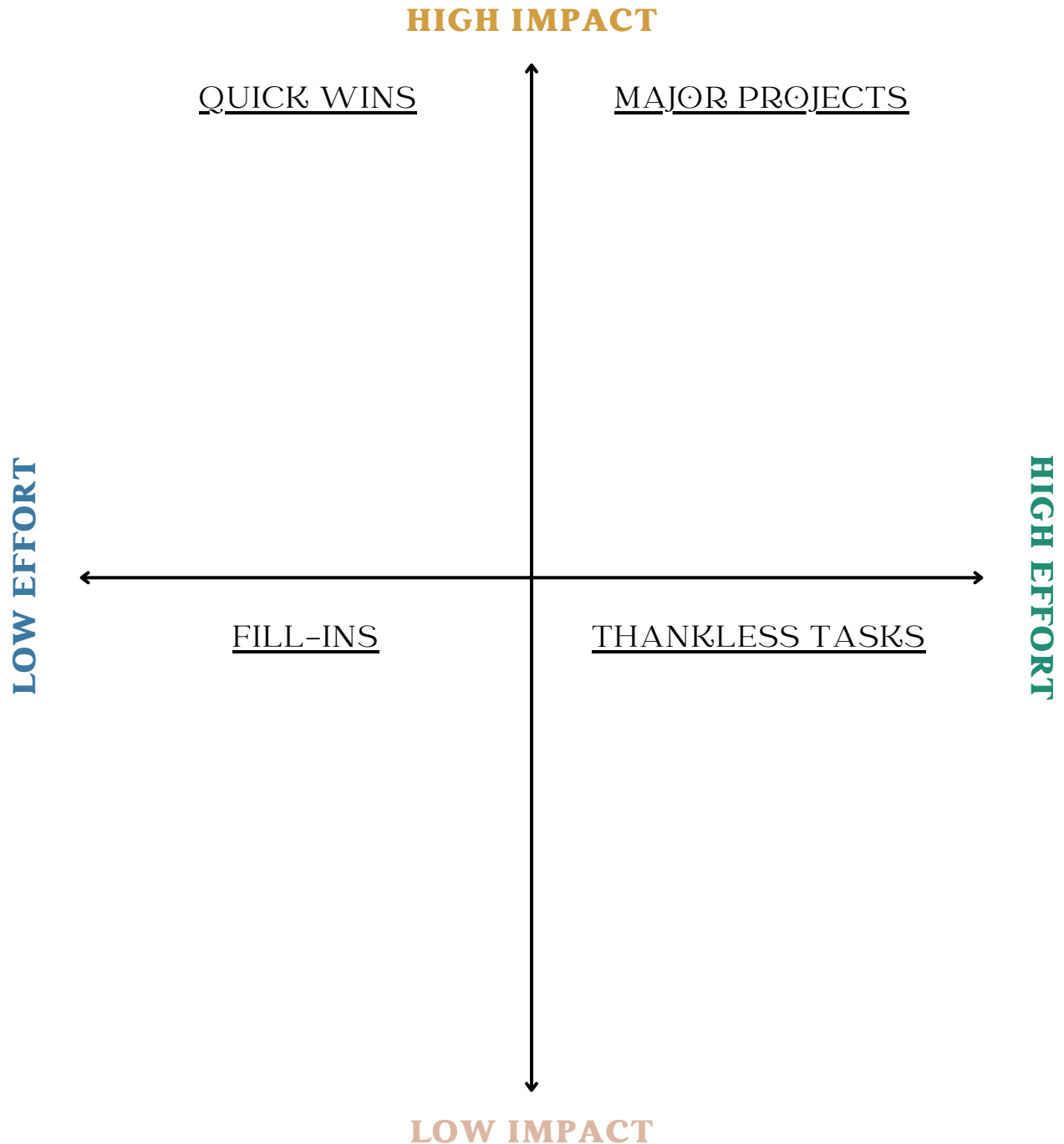
When setting goals, make sure it follows the SMART structure. Use the questions below to create your goals.

S	<u>SPECIFIC</u> What do I want to accomplish?	
M	<u>MEASURABLE</u> How will I know when it is accomplished?	
A	<u>ACHIEVABLE</u> How can the goal be accomplished?	
R	<u>RELEVANT</u> Does this seem worthwhile?	
T	<u>TIME BOUND</u> When can I accomplish this goal?	



ACTION MATRIX

The action priority matrix is a great way to visualise what tasks take priority over others, and how to best allocate your time towards them.



YEAR-END

Sales Overview

ACTUAL SALES	
TARGET	
% VARIANCE	

Actions That Worked

Offers I'm Keeping

Needs Improvement

Effective Software

I'm Grateful For

Important Details

My Year-End Summary:



Lovingly designed by

Hello
**Early
Bird**

for Gentle Frog, LLC



Gentle Frog

