

Setting goals for your business

S

SPECIFIC

Plan effectively with specific targets in mind.

G

M

MEASUREABLE

Track your progress and reevaluate along the way.

O

A

ATTAINABLE

Set realistic goals that are challenging but achievable.

A

R

RELEVANT

Ensure the goal serves a relevant purpose and are realistic.

L

T

TIME

Specify a deadline, monitor progress and reevaluate.

S

