

EXECUTE:

Leaders stop and ask themselves, “What’s my plan?” They write it down, share it and commit to it. If the plan is just swimming around in your own head, but you haven’t written it down or shared it with your team, then it’s not really an effective plan. Leaders set broad direction and then translate that into concrete and measurable goals.

ASK YOURSELF:

What needs to be accomplished in order for us to achieve our vision?

How will I grow and strengthen my business?

What specific long-term and short-term business goals need to be in place?

Who will be responsible for each of these goals?

How will we measure success?

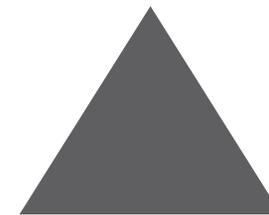
HOW YOU WILL MEASURE AND TRACK PROGRESS?

LONG TERM GOALS	SHORT TERM GOALS
1.	1.
2.	2.

Remember, a specific goal has a much greater chance of being accomplished than a general goal. It is important to establish concrete criteria for measuring progress and to make your goals both attainable and realistic. Goals should also be grounded within a specific time frame, as deadlines provide motivation and a sense of urgency.

MAKE YOUR GOALS S.M.A.R.T.

Specific	Measurable	Attainable	Realistic	Time Bound
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INTEGRATE:

Including, inspiring, and influencing your team is critical to the success of your vision and mission! The art of influencing is especially important in our industry because you lead other entrepreneurs. Effective leaders motivate, support and work with people to keep them eager to move forward. They define what is expected, help people get there and hold people accountable. As a leader, it is important to constantly reinforce the vision, mission and goals of the organization and connect people with their role in achieving success.

“A leader takes people where they want to go. A great leader takes people where they don’t necessarily want to go, but ought to be.”

Rosalyn Carter
(First Lady of the United States, 1977 – 1981)

LIST:

3 things I will start doing and 3 things I will stop doing in an effort to maximize the influence I have with my team and build collaboration.

START DOING

- 1.
- 2.
- 3.

STOP DOING

- 1.
- 2.
- 3.

TIPS:

Help your team take ownership of the vision and mission.	Seek your team’s ideas on how to achieve the business’ goals.	Listen to concerns and work together to overcome them.	Be enthusiastic and clear on where your business is headed.
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