

How To Set Small Business Goals Cheat Sheet



Conduct a SWOT Analysis

SWOT stands for strengths, weaknesses, opportunities, and threats. Do an assessment of your business and evaluate what your business is doing well, what it's not doing well, unconsidered opportunities to grow, and what is threatening your businesses success.



Set SMART Goals

Establish a vision for where you want the business to be in the short and long term. Your goals should align with this vision. SMART goals are Specific, Measurable, Achievable, Relevant, and Time-Bound. So a small business SMART goal would look like this: Increase the company Instagram follower count by 100 in the next 3 months.



Divide Goals Into Smaller Steps

Create an action plan with smaller, manageable tasks that help achieve the larger goal. Divide up your goals into manageable bite-sizes so the work can be spread out over the months, weeks, and days in a consistent flow.



Document Your Goals

Keep track of all the time, money, and resources being spent on each of your goals. This data will help for when you are assessing your goals.



Regularly Assess your Goals

At the end of a certain time period, look at the data you have documented on your goals and determine if these goals are the right ones for your business to be pursuing, or if you need to make adjustments in your processes to better achieve these goals.