

Goals Checklist

When you're setting goals, test them for balance and alignment. Here are some questions to ask about your goals:

| Questions | Evaluation |
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| Are both short and long range goals addressed? | |
| What in your company analysis made you write the goal? | |
| Are the goals addressing your critical success factor(s)? | |
| Do your goals contradict your Mission? If yes, revisit your goal or Mission. | |
| Are they clear and concise so anyone can understand them? | |
| Are they achievable without superhuman effort? | |
| Will your employees take them seriously when you ask them to meet the goals? | |
| Is this something you can check progress on its completion? | |
| Have you set too many goals to work on to completion? | |
| Are your goals too easy, which could mean you won't be stretching your company or moving forward? | |
| Do any business goals interfere with your own future personal goals? (i.e., more free time etc.)? If so, you need to revisit both to make adjustments. | |

