Long-Term Business Goals

Long-term goals help provide direction in moving you toward your vision; they present challenges that affect you positively, and they are easy to visualize. Remember long-term goals DRIVE – they are directional, reasonable, inspiring, visible, and eventual. Business goals can be influenced by individual and family goals. In the spaces below, write down your long-run goals for your business, and how they might be influenced by individual or family goals.

1. Business goal: ____________________________________________
   Influenced by –
   Family goals______________________________________________
   Individual goals____________________________________________

2. Business goal: ____________________________________________
   Influenced by –
   Family goals______________________________________________
   Individual goals____________________________________________

3. Business goal: ____________________________________________
   Influenced by –
   Family goals______________________________________________
   Individual goals____________________________________________

4. Business goal: ____________________________________________
   Influenced by –
   Family goals______________________________________________
   Individual goals____________________________________________

5. Business goal: ____________________________________________
   Influenced by –
   Family goals______________________________________________
   Individual goals____________________________________________
Long-Term Goals

6. Business goal: ____________________________________________
   Influenced by –
   Family goals________________________________________________
   Individual goals______________________________________________

7. Business goal: ____________________________________________
   Influenced by –
   Family goals________________________________________________
   Individual goals______________________________________________

8. Business goal: ____________________________________________
   Influenced by –
   Family goals________________________________________________
   Individual goals______________________________________________
Short-Term Business Objectives

With short-term business objectives, we are going to be much more specific. These objectives should be SMART: specific, measurable, attainable, rewarding, and timed. The short-term objectives help accomplish the long-term business goals. Write your long-term goals below, and beneath each, list the supporting short term objectives.

1. My long-term goal is
   My short-term objectives to accomplish this:

2. My long-term goal is
   My short-term objectives to accomplish this:

3. My long-term goal is
   My short-term objectives to accomplish this:

4. My long-term goal is
   My short-term objectives to accomplish this:

5. My long-term goal is
   My short-term objectives to accomplish this:
Short-Term Objectives

6. My long-term goal is ____________________________________________________________
   My short-term objectives to accomplish this:
   
   
   

7. My long-term goal is ____________________________________________________________
   My short-term objectives to accomplish this:
   
   
   

8. My long-term goal is ____________________________________________________________
   My short-term objectives to accomplish this:
   
   
   