



Tis the Season--- no, not for singing Christmas carols, but for setting your goals for 2017

I know you may have seen this before, but these are the best tips I can give you for goal setting. You, as owner or manager, need to make a set of goals and then have a brainstorming session with your core staff. You must create

some EXCITING forward thinking milestones you want to hit this year. You don't see a blind archer who can hit a target. A person can't hit a goal they can't see. It must be written down. Notice this is an acronym for SMART-

• **Specific**- Have each department leader set goals for enrollment, retention, skill achievement, income, and profit.

• **Measurable**- Compare these to last year

• **Attainable**- Don't go crazy with numbers, because that is deflating if set too high

• **Realistic**- Are you asking too much of your employees? There is one thing to have the sky as the limit, but be realistic, too.

• **Timely**- We know this season is greater due to the Olympics. Keep that in mind and make special goals to KEEP students you already have.

A well-known study showed that 3% of Harvard MBA's who set goals made 10x as much money as 97% combined who did not set goals. So, get to making those goals! For more info on specific goal setting for your company in areas such as increasing your leads, better conversion rate, number of customers, number of transactions, average dollar sales, and training and education click [HERE](#) for #159 - Eight Key Business Strategies-Goals You Must Make and Achieve

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