

***BizCoach LLC***  
***Business Planning • Executive Coaching • Leadership***

**Business Goal Template Instructions:**

1. Business Goal Statement – To the degree possible, every business goal statement should be “SMART” (see below). At the very least, each business goal statement should be both measurable and time-specific.
  - a. Specific
  - b. Measurable
  - c. Action-driven
  - d. Realistic
  - e. Time-specific
2. Tactics (actions) – Tactics are the detailed actions required to accomplish the business goal. Each tactic statement should be as explicit as possible.
3. Ownership – Ownership means naming the person(s) who will be responsible for carrying out a specific tactic.
4. Timeline – Each tactic statement should have a timeline or deadline for completion. The timeline may include a range of time (e.g. Q1 2023 –Q1 2024) or a deadline for completion (e.g. July 1, 2024).
5. Assessment – Specify the assessment or evaluation measures for each specific tactic. For example, if the tactic is to hire a new IT manager, the assessment measure might be as simple as “IT manager hired.” Some tactics may require more detailed assessment or evaluation measures. For example, if the tactic is “create and implement capital allocation protocols for every department,” the assessment/evaluation measures will be more lengthy and detailed.
6. Budget – Specify the supplementary funding (above and beyond the normal operating budget) needed to accomplish each tactic. Identifying the supplementary funding needed separates the normal operating budget from the proposed business goals and allows the management team to evaluate and prioritize each tactic and also calculate the total cost to implement the plan.