

## *Module 15, Lesson 1 Handout:*

### **Setting Goals**

Whether your business has been around for sometime, or you've been struggling to make the first step, this handout applies to everyone. It's easy to have analysis paralysis to the point you can't seem to get your business off the ground, and it's equally easy to get caught up in the day to day of running a business and executing your to do list to the point that you forget why you're doing what you're doing or where exactly you're trying to go.

**This exercise will help you focus on your why's, how's, and where's.**

1. **Why** do you want to start/maintain/grow your business?
2. **How** will you start/maintain/grow your business?
3. **Where** are you ultimately going with your business?

We encourage you to revisit this handout once a year. In fact, the Nutritious Life team reviews our why's, hows, and where's every January! So go ahead, mark your calendar either for one year from today, or for January, and set a calendar reminder to REVIEW BUSINESS GOALS. And be sure to make it a yearly repeat event so you never forget to take this very important moment to regroup.

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**MY BUSINESS NAME:**

**MY MISSION IS** *(We cover this in Lesson 3, so you may need to come back to this):*

MY VISION IS *(We cover this in Lesson 3, so you may need to come back to this):*

MY CORE VALUES ARE *(We cover this in Lesson 3, so you may need to come back to this):*

MY ULTIMATE GOAL(S) FOR MY BUSINESS IS *(This is the big one, so don't be shy. Think big, be confident, and go for it!):*

MY IMMEDIATE GOAL(S) FOR MY BUSINESS IS *(What do you want to do as soon as you complete this course?):*

MY 1-MONTH GOAL(S) FOR MY BUSINESS IS:

MY 1-YEAR GOAL(S) FOR MY BUSINESS IS:

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## MY 5-YEAR GOAL(S) FOR MY BUSINESS IS:

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If you had trouble filling in any of the above, use the space below to write your thoughts and think through why it is you're having trouble setting goals. Do you want to accomplish too many things? If so, how can you try to focus on just 1 or 2? Are you worried you don't have enough expertise or time? What are some ways you could gain more expertise? What kind of timeline could you give yourself to gain new skills? Try to put some concrete action steps down that will help you ultimately get back to goal setting and find your way to success.