



**Achieve success in your business and
personal life**

**The Greensborough Chamber of Commerce Network Breakfast
Wednesday, 17th October 2007 ~ Vali Ghobadi & Mike Cameron**

LEARNING + COACHING

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GROWTH

**Developing a business
strategy depends upon
setting meaningful
GOALS...**

Knowing where you are...

- **Macro environment**
- **Industry / segment characteristics**
- **Competitor profiles**
- **Customer profiles**
- **Business strength and weaknesses**
- **Threats and Opportunities**

Determining where you want to go...

- **Vision**
- **Mission and Values**
- **Service / Market scope**
- **Growth and financial guidelines**
- **Key capabilities**

Planning on how to get there...

- **Agree on business structure**
- **Establish team accountabilities**
- **Create procedures and processes**
- **Determine resource requirements**
- **Set GOALS**
- **Implement 'Plan of Action'**

**What we can conceive
and believe,
we can achieve.**

Lisa McInnes-Smith

**The key to SUCCESS
depends upon your ability
to set, implement and
achieve worthwhile
GOALS**

... Create a vision / goal for yourself ...

- ✓ Determine where you are going or what you want to achieve.**
- ✓ Establish a clear mental picture of your dream / your vision / your goal.**
- ✓ Understand the importance - to you - of reaching that goal.**
- ✓ Prepare a clear guide for those choices.**

Setting a personal goal

... Establish a SMART action plan ...

S - *Specific*

M - *Measurable*

A - *Achievable*

R - *Realistic*

T - *Time framed*

The Goal Planning Process

- **Draft a SMART Goal**
- **What benefits will I gain?**
- **What will happen if I don't succeed?**
- **What are some possible obstacles?**
- **What are some possible solutions?**
- **How do I set realistic action steps for achievement?**
- **How frequently should I review and track progress?**

The Next Step...

**Is it worth your time,
effort and money to
reach your GOAL?**



**Thank you for your time.
Good luck with your Personal
and / or Business Goal Setting**

Vali Ghobadi & Mike Cameron

