BREAK IT DOWN

TURNING VAGUE GOALS INTO REAL ONES

"I want to grow the business." That is not a goal. It is a direction. A goal has a number, a deadline, and an owner. Most businesses operate on intentions dressed up as goals — which means they cannot measure progress, cannot assign real accountability, and cannot tell whether they are succeeding or just busy.

This worksheet walks you through the same process we run at the start of every engagement. It takes something broad and makes it specific, measurable, and actionable. The discomfort you feel in section two is intentional — that is where the real work begins.

HOW TO USE THIS

1. Work through every section in order. Do not skip ahead to the sub-goal table first.
2. Write the raw goal — unpolished, unedited. You can refine it later.
3. Section 2 asks why this goal matters to you personally. That is the answer that drives execution when things get hard.
4. Each sub-goal must have a specific metric, a deadline, and a single named owner.
5. Bring this document to every weekly review until the goal is achieved.

Continue to page 2 to begin.

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01 — THE RAW GOAL

Write your goal plainly — no polish, no pitch. Pretend no one else will read this first draft.

What do you want to achieve?

When does this need to happen by? Be specific.

Who else is involved or directly affected by this goal?

02 — THE REAL MOTIVATION

This is the most important section. The business reason and the real reason are rarely the same thing. The real reason is what drives execution when the work gets hard.

Why does this goal matter to you — not the business rationale, the actual personal reason?

What happens to your business if this goal is NOT achieved in the next 12 months?

On a scale of 1-10, how committed are you to this goal right now? (Circle one) 1 2 3 4 5 6 7 8 9 10

Why that number and not higher?

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03 — WHAT SUCCESS ACTUALLY LOOKS LIKE

Describe success concretely. Not "the business will be better" — what will be measurably, visibly different?

In 12 months, if this goal is fully achieved — what is specifically different that you can point to or prove?

What is the single most important metric that will change? (Be specific — revenue, customers acquired, margin, retention rate, etc.)

Target value:

By when:

04 — BREAK IT INTO SUB-GOALS

A goal is not a plan. Break your main goal into 3-5 sub-goals. Each one must have a specific measurable outcome, a deadline, and a named person who owns it. Vague sub-goals produce vague results.

Sub-Goal — what specifically needs to happen?	Success Metric	Deadline	Owner

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05 — DEPENDENCIES AND BLOCKERS

What resources, approvals, decisions, or people need to be in place before you can start on any of these sub-goals?

What are you currently doing that will need to stop, change, or be handed off for this to happen?

What assumption are you making about this plan that could be wrong?

06 — THE FIRST REAL STEP

Which sub-goal must happen first, and why? (What depends on what?)

Who takes the first action?

By when, specifically?

What is the single first specific action that starts all of this — specific enough that someone else could verify it was done?

07 — 30 / 60 / 90 DAY CHECKPOINTS

Working backward from your 12-month goal: what will be verifiably different at each checkpoint? Each answer must be specific enough that someone else could confirm it.

30 days from today — what is measurably different?

60 days from today — what is measurably different?

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90 days from today — what is measurably different?

08 — REVIEW AND ACCOUNTABILITY

How often will you formally review progress against this plan? (Weekly is recommended.)

Who else needs to know about this plan and be held accountable alongside you?

Notes

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