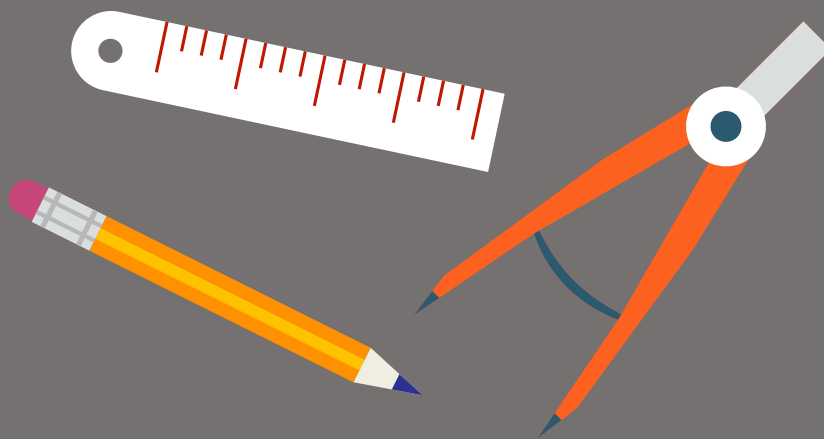


# ResourcefulManager Goal-Setting Action Plan Template



PRACTICAL TOOLS

# Goal-Setting Action Plan



Goal-setting – and goal-achieving – will become much easier if you have a template that can be followed in most cases.

Here is a template for a 10-step Goal-Setting Action Plan that can be printed out, kept handy, and applied to many real-life situations, as well as updated when interim objectives are achieved:

## 1. Brainstorm

Imagine yourself at the end of your business career or working life. Thinking long-term, what do you want to be most proud of in the way of lifetime achievements? How important will this be to your self-esteem and happiness? If it's something really important to you, it's worth formalizing as a goal and setting out a path for an action plan on how to get there.

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## 2. Describe the overall long-term goal

Take a page to describe the overall goal, what its achievement would mean to you and your organization in the way of impact, and the reasons why you have chosen this goal above all possible others.

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## 3. Short-term objective related to the long-term goal

Goals are by nature inspirational, but sometimes not very specific as to time frame. They must be accompanied by short-term objectives that are measurable and specific in the time frame. Describe a short-term objective that is essential to achieve along the path toward the overall goal.

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## 4. Set out action steps required, with timelines

ACTION STEPS REQUIRED	COMPLETION DATE	ACHIEVED
I.	__/__/____	Yes <input type="checkbox"/> / No <input type="checkbox"/>
II.	__/__/____	Yes <input type="checkbox"/> / No <input type="checkbox"/>
III.	__/__/____	Yes <input type="checkbox"/> / No <input type="checkbox"/>
IV.	__/__/____	Yes <input type="checkbox"/> / No <input type="checkbox"/>
V.	__/__/____	Yes <input type="checkbox"/> / No <input type="checkbox"/>
VI.	__/__/____	Yes <input type="checkbox"/> / No <input type="checkbox"/>



## 6. What other resources will be required?

### Costs

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### Equipment

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### Information

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## 7. When will you be able to work on it?

Most likely, you already have a job that occupies most if not all of your time. The normal work needs to get done – otherwise, you will be called to task and forced to abandon working on your goal. Will you work nights and weekends? Can some of your regular work be delegated to one or more of your direct reports? Can some of your regular work be redesigned to make it fit better with working toward the long-term goal?

Time to work on the goal will be created by

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## 8. Risks and issues

Nothing ever goes quite as planned in the business world. What or who is likely to get in the way? How will you overcome these obstacles?

RISK	ASSESSMENT (HIGH/LOW)	CONTAINMENT STRATEGY

## 9. Monitor results

At every step along the way, you need to monitor the results and verify your progress. If there are unforeseen snags, the timeline might have to be adjusted, and the interim objectives may have to undergo some alterations.

Note: Only in the most extreme cases when the goal proves to be totally unrealistic should the goal be abandoned. If the goal you set was SMART (Specific, Measurable, Attainable, Relevant and Time-bound) from the beginning, there should be no reason for abandonment. In those cases where abandonment becomes necessary, to avoid the bitter disappointment that comes with it immediately set a new, related goal, and start working toward it to engage your energy.

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## 10. Determine when the goal has been achieved

How will you know when the goal has been achieved? How will success be measured? In advance, you should have set out what success will look like and how you will measure success. That's how you'll know you've arrived.

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## Epilogue/bonus action step: Don't forget to celebrate

It's important to treat yourself – and perhaps others who were crucial in the achievement of your goal – a little bit at the successful conclusion of important interim objectives, and certainly at the end of the entire project.

Give yourself and your team a chance to kick back and perhaps in a more relaxed atmosphere analyze what went really well and what could be improved for a next project – because there'll always be a next one.

# A Real-Life Business Example



Now let's examine how this ResourcefulManager Goal-Setting Action Plan could work. Let's take the example of the real estate broker trying to stand out from a crowded field of competitors.

## 1. Brainstorm

All the agents and sellers are gathered for a brainstorming session on how to grow the firm, and various ideas are evaluated for probable impact. All agents agree that they prefer to work with wealthy clients and upscale properties – that's how they envision their firm gaining the most prestige in the community. It'll make the firm and everyone in it proud.

## 2. Describe the overall long-term goal

Become the No. 1 seller of high-end real estate in the community. This is a desirable business goal because it is capable of inspiring everyone working for the firm, and it offers the better chance for profitability since margins will drive greater revenue on high-end residential real estate.

## 3. Short-term objective related to the long-term goal

Increase the share of the firm's for-sale real estate listings of properties valued at \$1 million or more in the community from the present 30% to 40% in one year. The eventual aim will be to have over 50% of the market, but that may be more of a long-term goal not immediately achievable. The interim objective is measurable and realistic, albeit with hard work.

## 4. Action steps required, with timelines

ACTION STEPS REQUIRED	COMPLETION DATE	ACHIEVED
I. <i>Distribute firm's marketing materials to:</i>	___/___/___	Yes <input type="checkbox"/> / No <input type="checkbox"/>
II. <i>estate sales</i>	___/___/___	Yes <input type="checkbox"/> / No <input type="checkbox"/>
III. <i>financial planners</i>	___/___/___	Yes <input type="checkbox"/> / No <input type="checkbox"/>
IV. <i>wealth management advisers</i>	___/___/___	Yes <input type="checkbox"/> / No <input type="checkbox"/>
V. <i>yacht clubs</i>	___/___/___	Yes <input type="checkbox"/> / No <input type="checkbox"/>
VI. <i>Which agent will join which club</i>	___/___/___	Yes <input type="checkbox"/> / No <input type="checkbox"/>

## 5. Whose help will be required and why?

PERSON	ROLE	PROBABLE MOTIVATION

## 6. What other resources will be required?

### Additional costs include:

- printing new marketing materials
- paying for country club memberships for agents
- buying tables at charity dinners etc.
- Get budget authorizations.

## 7. When will you be able to work on it?

Normal business cannot stop during the execution of the action plan. In the meantime, to keep revenue coming in, you may have to attend to all comers, including rentals for low-cost housing or mid-market sales.

This is a tricky transition question. Eventually, you may have to push off some business that does not fit with the strategic plan for your goal, but in the meantime, you may not be able to afford to pass it up. As your new high-end business picks up, let go of more lower-end deals. For one big piece of business, you may be able to say “no” to two or three smaller deals.

## 8. Risks and issues

The main threats to the Action Plan probably include some external ones as well as internal ones. How will you deal with them?

RISK	ASSESSMENT (HIGH/LOW)	CONTAINMENT STRATEGY
<i>Another real-estate bust Competitor reaction(s)</i>		<i>High- end properties often hold value better prove you can serve your clientele better</i>
<i>Personnel not suited</i>		<i>Not everyone can mix with new high-end crowd may have to do some new recruiting</i>

## 9. Monitor results

Every month, analyze which high-end listings went to a competitor and why. What could you have done to get the listing? Why wasn't it done? What deals got away from you? Which ones did you get and why? Can those tactics be duplicated and applied elsewhere? In general, what's working and what isn't?

## 10. Determine when the goal has been achieved

In the real estate business, it may not be easy to do this. There are few secrets. All listings are known. You should have determined in advance over what period you will monitor results. Have you chosen numbers of deals or total value of real estate moved? Has your firm now become the No. 1 seller of high-end properties in your community by whatever standard you selected at the beginning of the campaign?

# Goal-Setting Action Plan Template



What follows on the next page is a blank template for the 10-step Goal-Setting Action Plan that can be printed out, kept handy, and applied to many real-life situations, as well as updated when interim objectives are achieved.

# Goal-Setting Action Plan Template



## 1. Brainstorm

Imagine yourself at the end of your business career or working life. Thinking long-term, what do you want to be most proud of in the way of lifetime achievements? How important will this be to your self-esteem and happiness? If it's something really important to you, it's worth formalizing as a goal and setting out a path for an action plan on how to get there.

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## 2. Describe the overall long-term goal

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### 3. Short-term objective related to the long-term goal

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## 4. Set out action steps required, with timelines

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VI.	__/__/____	Yes <input type="checkbox"/> / No <input type="checkbox"/>



## 6. What other resources will be required?

### Costs

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### Equipment

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### Information

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## 7. When will you be able to work on it?

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## 8. Risks and issues

RISK	ASSESSMENT (HIGH/LOW)	CONTAINMENT STRATEGY

## 9. Monitor results

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## 10. Determine when the goal has been achieved

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