

SMART GOAL PLANNING WORKSHEET

BUSINESS INFORMATION

Business Name: _____
Owner's Name(s): _____
Business description: _____
Date: _____

INSTRUCTIONS

Goals should always be: **S** – Specific **M** – Measurable **A** – Achievable **R** – Realistic **I** – Time Bound

1. **Goal/Objective.** Briefly describe each goal/objective and when the goal/objective should be met or accomplished.
2. **Measurement.** How will the goal/objective be evaluated? (Use quantitative measures such as % or dollar increase in revenue or market share and/or use qualitative measures which are descriptive of criteria.)
3. **Importance.** Rank the goal as Essential, Important, or Desirable as follows:
Essential – required for farm business performance
Important – helpful for farm business performance
Desirable – asset for farm business performance

1ST GOAL/OBJECTIVE

Description:

Measurement:

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Importance: Essential Important Desirable

2ND GOAL/OBJECTIVE

Description:

Measurement:

Importance: Essential Important Desirable

3RD GOAL/OBJECTIVE

Description:

Measurement:

Importance: Essential Important Desirable

4TH GOAL/OBJECTIVE

Description:

Measurement:

Importance: Essential Important Desirable

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