

Goal Planning

Planning & Organisation

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Why it is good to make a plan and set goals for your business?

Setting targets and goals can help trigger new behaviours, help provide clarity, direction, guide your focus and help you to sustain momentum in your personal and work life. Goals can also help align your focus and promote a sense of self-mastery. In the end, you can't manage what you don't measure and you can't improve upon something that you don't properly manage. Setting goals and targets can help you do all of that and more!

So, let's take your strategic plan and break it down into **3 months** at a time! Creating this shorter plan within a year can be less overwhelming and more achievable!

Goals can be set using a SMART acronym; here's what it stands for: **Specific, Measurable, Attainable, Relevant and Time-Bound.**

Specific

Your goals need to be as specific as possible, because otherwise they won't give you enough direction to follow through. The goal or target should be very precise with no room for misinterpretation.

Measurable

Give yourself realistic deadlines to finish the task at hand. Adding specific dates, amounts, makes your progress more quantifiable. A fixed amount of time to visualise the finish line!

Attainable

Be true to yourself and realistic about the task at hand. The goal should be attainable — not outlandish or unrealistic.

Relevant

Align your goals or targets with the direction you want your business, career or personal life to take. The goal should contribute to your broader, overarching goals.

Time-Bound

The goal should have a defined start and end date. This will help you feel more accomplished when you complete the goal!

Let's create a **plan** for April, May and June

Starting with the first month, what are your business goals for **April**?

Examples include:

- Attract 5 clients to purchase a £30 bouquet or gift
- Create a monthly email newsletter for your mailing list
- Connect with 5 past customers for a review
- Network and connect with 3-5 local businesses
- Post on social media i.e. Facebook twice a week

Let's choose the goal '**Attract new/existing customers to buy a bouquet**'

How can you achieve this goal?

There are multiple ways that you can attract your target audience, using both online and offline channels. It is important to be realistic and attainable to help you achieve the goals without them feeling overwhelming and losing your way. For example, you could choose 2-3 actions (see below).

Examples include:

- Run a regular promotion and create posts on social media on your personal and business page once or twice a week for a bouquet. Showcase your work, style and USP to your target audience.
- Leaflet drops when out delivering. For each house you visit, hand out 4-5 leaflets to different households.
- Network with local businesses such as the local schools, hairdressers, car salesmen, village links and other traders. Discuss how you can help one another! For example, for a car salesmen, every time they sell a high value car, they may gift the customer a bouquet from your store. This incentive not only promotes the dealership, but also your business.
- Run a monthly competition, flower of the month or other promotions to educate and promote your business in your local area.
- Email your mailing list with relevant content, a promotion or incentive that is hard to ignore!!

Once you've decided on your goals you may need to break these down again further.

Ask yourself, **what, why, how, who, when, where** type questions:

- **Competition / Giveaway** - What does that look like? What competition are you offering? What platforms are you doing the giveaway on i.e. Facebook or Instagram? What content do you need to plan to align with the giveaway? When are you going to schedule it for? How long will it last for? When do you have time to schedule the posts/promo?
- **Leaflet drops** - What type of leaflet? What does it look like? What narrative are you going to use? Where will you get them printed? How many drops and where?

MONTH: _____

Business Goals:

Self-growth Goals (personal/learning)

**'IF THE
PLAN
DOESN'T
WORK,**

change the plan

**NOT THE
GOAL!'**

MONTH: _____

Business Goals:

Self-growth Goals (personal/learning)

KEEP CALM
and plan on

MONTH: _____

Business Goals:

Self-growth Goals (personal/learning)

SETTING
GOALS IS
THE FIRST
STEP IN
TURNING
THE
INVISIBLE

into the visible