



# PROVEN STRATEGIC FRAMEWORK USED BY THOUSANDS

## *5 Simple Steps to Your Goals*

### 1 Focus your thinking.

**Start here or with Step 2.** Create a clear vision of your future as if it's already happened. Try to see your objectives already achieved. Draw a picture of it on paper or in your mind and hold it there. Write down at least 3 key concepts that describe what that future is, how it looks and feels. Review this vision every day.

### 2 Scan for changes.

We live and operate in a world that is constantly changing. Your business and future objectives can change in an instant depending on what happens around you- the economy, new competition, changing customer base, the way people find out about you. Check what's happening around you in 8 key areas at least twice a year to stay on top of these changes. **You can start here, but then go back and do Step 1.**

The 8 areas are:

- **Sociodemographics** (population growth/decline in your market area)
- **Competition** (your existing and potential competitors)
- **Economy** (global, national, local changes in economic conditions)
- **Ecology** (trends in solar/wind energy, recycling, etc. and your customers' support of these)
- **Political & Regulatory changes** (if you are in an industry that must comply with changing regulations)
- **Technology** (the trend towards mobile, smart phones, etc. and how this affects your customers and you)
- **Industry** (trends and changes in your specific industry)
- **Customer** (growth or decline of your ideal customers, their buying habits, your ideal customer profile)

### 3 Set measurable goals.

Set specific targets to accomplish in at least two of four areas:

- |                  |   |
|------------------|---|
| <b>Financial</b> | Actual or percentage increase in sales, gross or net revenue, etc.                                    |
| <b>Customer</b>  | New customers or referrals per month/quarter/ year, and how you measure your customers' satisfaction. |
| <b>Employee</b>  | Reducing turnover, increasing satisfaction, or additions to staff                                     |
| <b>Community</b> | How your business improves your community and how you give back to support specific charities.        |



## 4 Analyze your current situation.

What are your **INTERNAL** Strengths and Weaknesses? These are areas you control and can easily address through skill-building training, education, and taking action.

What are your **EXTERNAL** Threats and Opportunities? These come from Step 2, Scan for Changes, and are areas over which you have little control but need to be aware of and responsive to.

## 5 Take action!

Implement the top 3 strategies and actions today that will move you toward your goals. Check your goals to see if they relate. If an activity doesn't tie to at least one goal, don't pursue it.

Ask yourself, what one thing could I do today that would make the biggest impact on my business? **DO THAT**. Once that's completed, repeat the question, and focus on the **NEXT** big thing.

Follow these 5 steps and track your progress. Most organizations fall short on Step 5, Taking Action. They either try to do everything at once or they fail to focus on the most important, big, actions and do the easy stuff that doesn't tie back to their goals.

**NOTE:** *Don't jump to Step 5 without doing the first 4 Steps.*

It is critical that you start with either Step 1 or Step 2 and then move forward in order. Otherwise, you may end up focusing on today's problems and challenges and fail to set measurable goals that pull you forward into the future.

# COMMIT TO BEING DIFFERENT AND ACHIEVE YOUR GOALS.

If you have questions or would like help achieving your goals faster and more efficiently, contact us [via email](#) or phone: **858-357-9600**

Eric & Jeri Denniston  
[Dennergroupp.com](http://Dennergroupp.com)