

You Say You Want a Resolution...

Well, it's that time of year, folks, where we celebrate our various holidays and make resolutions about what we intend to accomplish next year. A rebounding economy will help us all out next year but the true test of management is not about moving with the market but by out-performing it. So we want our sales (and profits) to grow faster than the market.

I hope you have already put together your business goals (if you have a calendar fiscal) but if you haven't, get cracking. You have to tell your team what you want them to get for you and the simplest (best) way to do this is to define for them the following:

- What do you want to sell?
- Who do you want to sell it to?
- What does a good order look like?

But the real purpose of this article is to get you to think about what you want to accomplish (personally and professionally) over the coming year. I am not a big believer in "resolutions" but I do believe in goals. Let's start with an acronym:

SMARTS

S=Specific. Goals have to be explicit. So, being happy, is not a goal—but taking a vacation to the Bahamas is.

M=Measurable. Increase net worth by 10%, for example. (Which brings up an interesting question: Do you know how much net worth you want to have when you retire? How much you have now? How much you want it to increase each year?)

A=Achievable. You have to be able to achieve it. Losing 10 pounds is probably doable in a year. Losing 50 pounds is probably not.

R=Recorded. You got to write it down.

T=Timed. You have to be specific about "when." If you are going to take a Bahamas vacation, are you going to take it by September 1?

S=Shared. You have to share your goals with others for them to be real. You should sit down with your spouse/significant other(s), children and business associates and talk about what you are trying to accomplish as a group. This tends to put the right amount of pressure on you to do what you say you will do.

The happiest people that I know are those that know what they want to accomplish and do things every day to help them get there. Are you one of those people?