

BLUEPRINT TO UNDERSTANDING & SETTING GOALS

Before you set a goal, you need to understand where you are and decide where you want to go.

1 Assessing Your Current Situation

Growth starts with awareness. Ask yourself:

- Am I happy with where my business/life is right now?
- Whats working? (Financially, operationally, personally)
- Whats NOT working? (Stress, cash flow, business structure, work-life balance)
- If I keep doing what Im doing, will I get the results I want?

Before making a change, you need to know what needs to change.

2 The Decision to Change or Stay the Course

- Not every problem means you need a big change.
- Some situations require adjustments, not complete overhauls.
- Ask:
 - Do I want to scale up or refine what I already have?
 - Am I reacting emotionally, or do I have a real need for change?
 - Whats the long-term impact of staying where I am?

Example: You're exhausted from running every job yourself.

Emotional Reaction: I need to hire a full crew now!

Intentional Decision: I need to start by hiring one helper and documenting my processes.

3 Setting the Right Goals for Growth

- Be specific Make more money isnt a goal. Increase revenue by 20% through higher-margin jobs is.
- Make it measurable If you cant track it, you wont know if youre succeeding.
- Set realistic timelines Break big goals into smaller, achievable steps.
- Define accountability Who will keep you on track? Yourself? A mentor? A team?

Example: Instead of saying, I want to grow my business, set:

SMART Goal: I will hire an office assistant within 3 months to free up 10 hours per week.

4 The Mindset Shift: Commit or Accept

- If youre not willing to take action, stop saying you want to change.
- If youre not ready for the work, own that decision instead of making excuses.
- When you set a goal, go all in.

Growth doesnt happen by accident. It happens by choice.