

"Goals transform a random walk into a chase."

Mihaly Csikszentmihalyi

People start their own businesses for all kinds of different reasons.

Being clear about why you're starting yours is key to success.

It also helps to write down your goals and then check regularly to see if they still matter and how you are doing.



Goals

What are you trying to do?



USING THIS WORKSHEET

1. Rank your goals

What is most important to you?

- To gain recognition and respect
- To do what my parents did
- To lead and motivate people
- To challenge myself
- To become famous
- To grow and learn
- To have a positive social impact
- To build something new
- To feel a sense of achievement
- To gain financial security
- To make more money
- To build wealth
- To supplement my income
- To work at home with my children
- To be my own boss
- To have flexibility in my work
- To work with people I admire
- To do work I love
- To try something new
- To do something I've always wanted
- To take advantage of an opportunity
- To be at the forefront of innovation
- To use my talents, skills and expertise
- To do something I believe in
- Other

Credit: we adapted this list of goals from [the Panel Study of Entrepreneurial Dynamics](#).

Goals

What are you trying to do?

Goal 1

Description

What will success look like?

USING THIS WORKSHEET

2. Record your goals

Try and be as specific as possible in each of your descriptions: think outcomes, numbers, dates, etc.

Goal 2

Description

What will success look like?

Goal 3

Description

What will success look like?

Goal 4

Description

What will success look like?