

PROFESSIONAL GOALS BUILDING THE RIGHT VEHICLE

QUESTIONS TO HELP YOU BRAINSTORM

Once your personal goals are clear, your business becomes the vehicle to achieve them. Most people build businesses accidentally.

They:

- Hire reactively
- Chase revenue blindly
- Say yes to everything
- Grow without structure
- And end up trapped inside businesses they no longer enjoy

Growth, without alignment, creates stress.

KEY QUESTION:

What does your business actually need to look like in order to support your ideal life?

Not someone else's version of success.

Yours.

EXERCISE: DEFINE YOUR BUSINESS VISION

Complete the following:

- Revenue target:
- Profit target:
- Team size:
- Work hours:
- Services / products:
- Your Ideal clients:
- What you will stop doing:
- What success looks like:

Notes:

.....
.....

NEXT STEPS:

Armed with the information you've gathered in this exercise, now proceed to the nex page and begin defining your Professional Goals. Even if you feel things are good, we recommend you run through the Questionnaire to really make sure you're on the right track.

PROFESSIONAL GOALS QUESTIONNAIRES

QUESTIONS TO HELP YOU BRAINSTORM

WHILE GOING THROUGH THESE QUESTIONS, **VISUALISE WHERE YOUR BUSINESS WILL BE IN 5 TO 10 YEARS**, ALLOWING YOU TO ACHIEVE YOUR PERSONAL GOALS AND LIVE THE LIFE YOU DESIRE.

1. Is your business the right vehicle to achieve your Personal Goals? Why/why not?

.....

.....

.....

.....

.....

2. What additional business, businesses or investments will generate the required income?

.....

.....

.....

.....

.....

3. What number of office, field team and management team will you have in place?
What level of people will they be and what level of skillset will they have?

.....

.....

.....

.....

.....

4. What growth and leadership skills do you need to improve?

.....

.....

.....

.....

NEXT 5 TO 10 YEARS

5. What number of vehicles, machinery, or office locations will you have?

.....

.....

.....

.....

6. How many different customers or industries will you serve?

.....

.....

.....

.....

7. What services will your business be providing over the next 5 to 10 years?

.....

.....

.....

.....

8. What is your desired financial turnover, profit margin, and other financial metrics?

.....

.....

.....

.....

9. Will you enjoy going to work day to day? Why/why not?

.....

.....

.....

.....

NEXT 5 TO 10 YEARS

10. What habits within you need to change to achieve these goals?

11. What if you don't achieve your business goals within the timeframe?

12. What if the business fails? What will you do to ensure it doesn't?

13. What time and effort (input) are you willing to invest, and what reward (output) are you aiming for to make it all worthwhile?

14. What if you do achieve your business goals within the timeframe?

NEXT 5 TO 10 YEARS

15. What if the business exceeds your expectations?

.....

.....

.....

.....

NOW LET’S PUT IT TO THE TEST

STRESS-TEST YOUR PROFESSIONAL GOALS

1. What systems and processes need to change or be created?

.....

.....

.....

.....

.....

2. What bad business habits need to stop, and how do you build and reinforce the good ones?

.....

.....

.....

.....

STRESS-TEST YOUR PROFESSIONAL GOALS

3. What people and resources do you need?

.....

.....

.....

.....

.....

4. Is your current team aligned with your Personal Goals and the future of the business?

.....

.....

.....

.....

.....

5. Will the business allow you to live your life in alignment with your Personal Goals?

.....

.....

.....

.....

6. Does your business need to change or pivot in some way?

.....

.....

.....

.....

7. In hindsight, knowing what you know now, what would you have gone back and changed?
Have you done anything about it?

.....

.....

.....

STRESS-TEST YOUR PROFESSIONAL GOALS

8. Are you willing to put in the effort required, knowing you're also working toward your Personal Goals?

.....

.....

.....

.....

.....

9. Overall, after looking at the above questions and answers, what is the main thing that needs to change to make your Professional Goals a reality?

NOTES

PRIORITISE – YOUR PROFESSIONAL GOALS

Now, imagine what it will be like when you achieve all of your 5 to 10-year Professional Goals. Believe you have the support, tools, and knowledge available to turn everything you've ever wanted into reality. As you write down your goals, trust in yourself. Have the conviction that the only thing standing between where you are today, and the achievement of your Professional Goals is **hard work**.

Rewrite your Professional Goals in **order of importance**. If you could only achieve one, what would it be? If two, then what? And so on. **Be honest, and don't judge yourself.**

REMEMBER

The language you use is important. Write your goals as though they are already achieved.

EXAMPLE

"I have reached a point where we have a minimum of \$300,000 in the bank at all times."

"I have the key team in place and running the day-to-day operations."

"We have achieved our financial profit target of \$550,000 net profit."

1.
2.
3.
4.
5.
6.
7.
8.

Keep these goals as a reference. Put them on the wall, attach pictures or photos and read through your top 3 to 5 goals every day or week minimum, to ensure you're staying on track and aligned with your goals and **WHY** you're doing this – especially during challenging periods.

If you're ready, get after it!

To see more of what ARC has to offer head to our Programs Page on the **[website](#)**.