

An Entrepreneur's Guide to Setting Meaningful Goals



She Flows
ENTERPRISE

You've spent time and energy growing your business. When it comes to work, you cross one finish line after another. Sure, you get a daily sense of accomplishment, but you can also hit "the arrival fallacy" - where you enter into a state of sadness after reaching a goal. This state can bring you to a halt.

So, what's the solution?

Luckily, you can avoid this state and feel the motivation to keep going! **The secret is in continuous goals that get you excited about your business and bring meaning to your life.**

What do you want to achieve in the future? Effective goals help you focus on what's important - your desired result/achievement.

Consider these equations:

- Goals = achieving
- No goals = operating

Speaking of equations, you can think about goals and they're all about the numbers. But how do you set meaningful goals - the kind that makes you want to jump out of bed each morning?

Try these strategies:

1. **Think about what's important to you.** Go beyond business: what work/life balance do you want to have?
 - Consider: family, community life, service, spirituality, fitness
 - How can you shape your business so that it supports your work/life balance desires?

2. **What's your objective?** For your best results, the objective should be inspirational, ambitious, and qualitative. It should describe an outcome that you look forward to with excitement.

3. **Think about your business plan.** How can your business best support the lifestyle you want?

- Consider both your immediate and long-term goals.

Bonus: What's the One Thing You Can Do That Will Have the Biggest Impact?

Check in with your goals in a timely manner:

- 1. **Daily.** What are 3-5 things you can do each day that bring you towards your goals? **Make these your daily non-negotiables.**

- 2. **Weekly.** How can you measure your progress weekly? Set aside time each week to reflect about progress towards your goals.

3. **Quarterly.** Ask yourself: what is the one thing you can focus on that will have the biggest impact? Make a plan to maintain this focus in all aspects of your planning.

Setting goals doesn't have to feel like a chore! Let yourself dream. Imagine your best, most satisfying life. What do you do each day? What would your perfect day be like? What are you feeling? Who are you with? These are your inspirational goals.

Then, determine specific actions you can take that will lead you to these goals.

Lastly, follow your plan and enjoy the results!

www.SheFlowsEnterprise.com



She Flows
ENTERPRISE