

CHALLENGE 14 BRICKS & MORTAR 21 BUSINESS CHALLENGE

SMARTER goals - WEAKNESSES

GOAL: \_\_\_\_\_

SPECIFIC	MEASURABLE	ACTIONS	REALISTIC/RESOURCES	TIMED
As detailed as possible.	How will this goal be measured?	<ul style="list-style-type: none"> <li>• What needs to get done?</li> <li>• Who is involved?</li> <li>• How will this goal be achieved?</li> <li>• When will this action take place?</li> <li>• Where will this action take place?</li> </ul>	<ul style="list-style-type: none"> <li>• What resources will be required to complete this goal?</li> <li>• How realistic is this goal?</li> </ul>	<ul style="list-style-type: none"> <li>• What is the deadline?</li> </ul>
ETHICAL: Does this goal align itself to the businesses values?				
RECORDED: Where has this goal and action plan been recorded?				