INTRODUCTION TO GOAL-SETTING

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GOAL-SETTING STRATEGIES

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Introduction to SMART Goals

Use the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound) to help participants define actionable goals.

Examples:
- Lead Generation: "Increase email subscribers by 200 in the next 30 days through a social media campaign."
- Brand Engagement: "Boost average Instagram story views by 15% over the next month."
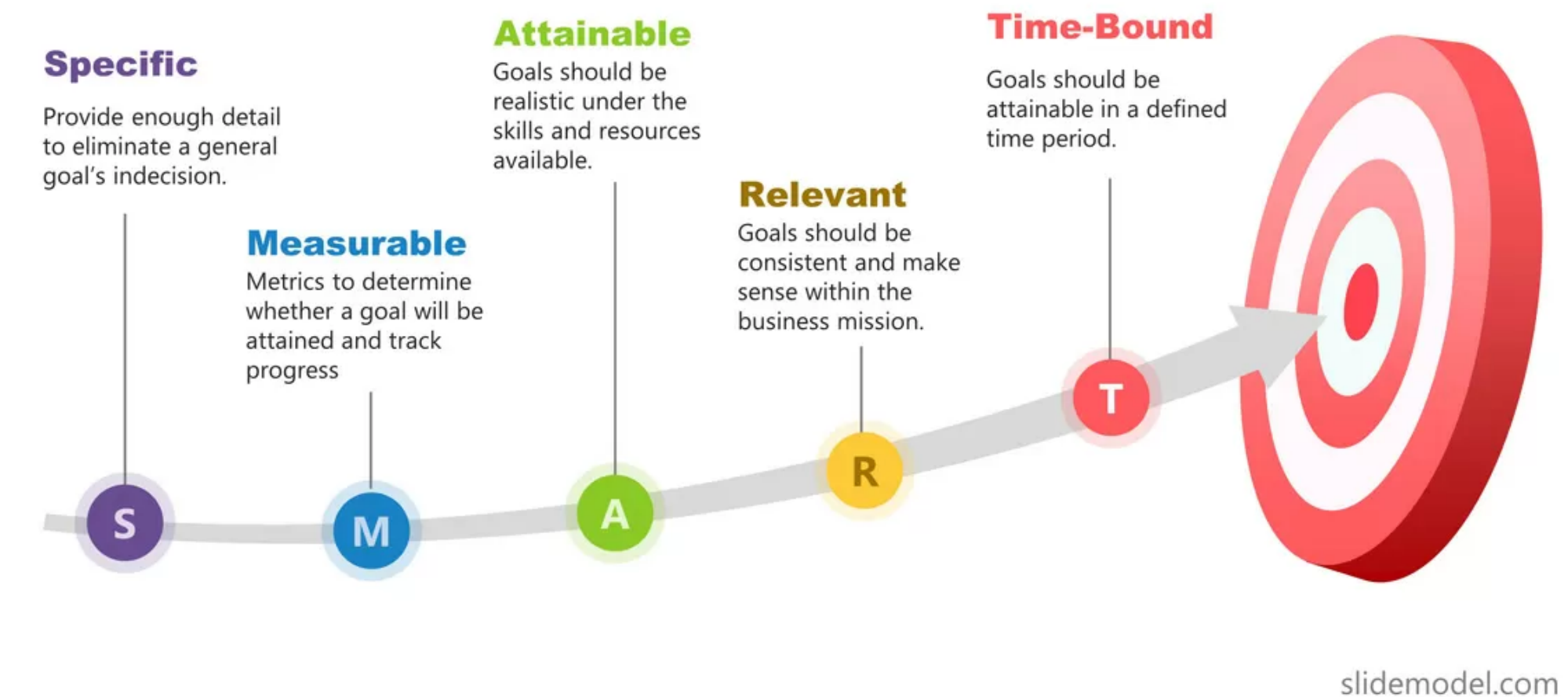
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Introduction to SMART Goals

A study published in the *Journal of Business Research* supports the efficacy of SMART goals. Setting specific, measurable goals provides clarity and focus, which leads to higher success rates compared to vague or overly ambitious goals.

SMART Goals

Specific
Provide enough detail to eliminate a general goal's indecision.

Measurable
Metrics to determine whether a goal will be attained and track progress

Attainable
Goals should be realistic under the skills and resources available.

Relevant
Goals should be consistent and make sense within the business mission.

Time-Bound
Goals should be attainable in a defined time period.

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Focus on OKRs (Objectives and Key Results)

Introduce the OKR method as a complementary goal-setting strategy:
Objective: Broad, inspiring goal.
Key Results: Measurable outcomes to achieve the objective.

Example:
Objective : Establish thought leadership in the digital marketing space.
Key Results: Publish 2 blog posts per week for 3 months.
Secure 3 podcast guest appearances by the end of the quarter.

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Focus on OKRs (Objectives and Key Results)

Popularised by Google and detailed in John Doerr's Measure What Matters, OKRs help organisations focus on measurable outcomes. Research indicates that teams using OKRs achieve alignment and greater productivity.

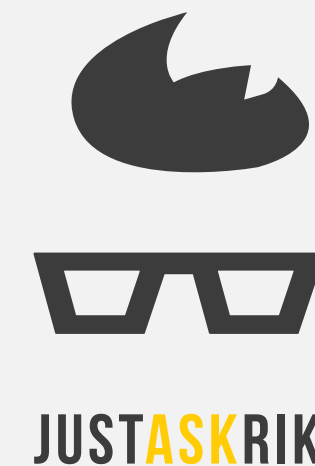# GOAL-SETTING STRATEGIES

10X Thinking by Grant Cardone

Encourage participants to set goals that are ten times bigger than their initial ambitions.

Example: Instead of aiming for 500 new leads, aim for 5,000 leads and work backward to strategise.

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10X Thinking by Grant Cardone

Grant Cardone's concept of "10X Thinking," outlined in his book *The 10X Rule*, encourages setting ambitious goals. While the evidence is largely anecdotal, case studies of businesses adopting this approach suggest significant increases in growth and innovation.

THANK YOU