



# S, M, A, R

## Is Your Company S.M.A.R.T. or

At any point in time, in any business, the pace of change increases and decreases ... nothing new you say? Yes, I would agree. However, the rate of change due to technology increases, computer-processing speeds create significant leaps in sign and print business output rates.

JOHN HADFIELD | KIM



The commitment sign and print business owners make in their capital investment is generally increasing. So, one could assume all is well for our future?

Ponder this question – If you reflect on your capital investment over the recent years, have you matched the same rate of investment in your business, in your administration, education or systems?

In rating your answer I offer my findings to provide an astounding revelation and that is; the overwhelming number of sign and print operators know they need to invest in their knowledge base, unfortunately in a large number of cases they don't even know how, where and when this knowledge growth is best developed.

### How to increase your businesses SMART goals

The principles of S.M.A.R.T. can provide the

steps your business needs to increase your knowledge. The S.M.A.R.T. acronym delivers a five-step action plan, let's take a look.

**Specific:** Develop your goals to be specific, well-defined and focused on the outcome. Rather than global statements like "increase business". Try a goal offering focus, such as "develop five new clients with a base of \$250,000 turnover in any of our key markets like exhibitions, real estate and retail". This type of focus driven question is action based, that distills the team into immediate action and increasing energy.

**Measurable:** You can't manage what you can't measure! The ability to track the numbers is essential in any business to know and understand the progress of the project. In turn, these measurable numbers build confidence in the team to finish the goal or project. Stay on track.

**Attainable:** The success of the project or goal is of course highly influenced by the inherent

knowledge built into the attainability in the first place! In short, your goals need to be set with standards that allow a realistic outcome. Betting goals or projects too low or too high generally act as a negative influence on the business. Sure, I shoot for the stars, however a healthy dose of reality is paramount in keeping your business energised.

**Relevant:** To set the growth of your business based on your own emotion may not incorporate simple obstacles like current economic conditions! Relevancy is a part of the steps that offers stability. Achievable project goals created by your team will kick the project off with enthusiasm and the assurance of a "we can do it" attitude.

**Time Based:** If you want a project or goal to fail, then just don't give it an end date – it's that simple! Sewn into the fabric of your plan must be specific timelines for each step of the process. By setting time frames, it puts your unconscious mind into motion and gives it a sense for accomplishment.