Ducks in a Row: Organizing Your Business Goals

The countdown to the new year is getting ready to begin and it's time to start thinking about what to put on your list of resolutions for 2020. As an entrepreneur – new, veteran or aspiring – you'll have a special list of goals for your business to accomplish in the coming year. From growing your social media presence to adding 2 additional employees in Q2 or breaking ground on a second location, you have ideas for what's to come.

How do you break things down and pull those ideas into some semblance of order that will allow you to actually get them done?

Prioritize

Start by figuring out what you're aiming to accomplish first. This may mean that the goal you're most excited about ends up lower down on the list, depending on how feasible it is to get to before the rest. Make sure you're approaching your prioritization realistically. The last thing you want is to get wrapped up in a project that can't be completed as quickly as you want it to be and other goals have to be put on the back burner or written off entirely.

Once you've done this, you now have an actionable to-do list and not just a wish list!

Focus & Plan it Out

Okay, now that you've worked out the order in which to tackle things, home in on that top priority. Map out what it will take to turn it from a goal into an achievement. Look at how long it will take, who will need to be involved in the project, what expenses will be called for and whether the funds will be available when you need them, how you will implement the changes to be made, and brainstorm any unintended consequences that may crop up.

Large or small, have a plan in place to get you through the process. You can even plan out additional goals on your priority list to help gauge when you'll be able to fit them in. You may find opportunities to work toward multiple goals simultaneously, but remember to stick to the priorities you've set to avoid delays or conflicts between projects.

Check In & Check Yourself

One of the most important parts of effective organization is maintaining the structure you've created as you go along.

If you are involving others on a project, hold regular meetings to check in on how the work their responsible for is progressing. This will allow you to catch pain points or misunderstandings early on so they don't impact the final result. Listen to the team you've pulled together and be willing to consider delays or alterations if the feedback you're receiving shows that the established plan may not yield the best result.

And always remember to check in with yourself. This is your idea, your master plan, your baby. Own it and stay involved along the way, but don't overload yourself. Refer back to your list of priorities regularly and shift things around as needed to make for a system that works.