

Finding Your Goals



By Mark Boersma

"If you don't know where you're goin', you probably won't wind up there." Those are the words of one of Hollywood's wiser idiots—Forrest Gump. Although Mr. Gump is not exactly renowned for his business sense, or even his common sense, he certainly caught hold of a truth. If you don't know what your goals are, then how can you achieve them?

Goals are not optional ingredients to a business. It is not good enough to simply say that your business exists to make money, help people or provide entertainment. You need to figure out exactly how much money you want to make, how many people you want to help, and how much entertainment you wish to provide. These are important specifics, because if left unanswered, your business will never reach its full potential.

Goals set the tone for a company's projects. Once identified, it will be easier to judge which projects will be the most worthwhile towards achieving your desired end result. One way to ensure that all of your company's actions comply with one or more of its aspirations is to filter your goals throughout the company. Achieving departmental goals leads to collective success.

At this point, you may be asking, "What about the individual goals that my co-workers and I wish to achieve?"

Goals are not only important in business, but also on a personal level. Each employee needs to know where both they and the company are headed. Personal goals can often be in line with the company's, which is a powerful combination. When an employee realizes how the company can help them reach their personal goals, they, in turn, will become more motivated. This is important from a management perspective, because people who know where they are headed do not need to be told where to go. In other words, employees with goals tend to be easier to manage. Additionally, by helping employees figure out their goals, a company will be able to weed out those ideas which are in direct conflict with the company's, preventing any slowed momentum.

Goals are a unifying force that can pull a company together as a team. Without them, realizing both yours and your company's potential is not only difficult, but nearly impossible. Even Forrest Gump figured that out. So, don't kid yourself. You can't get where you are going if you do not know where it is.

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