



# Wolves & Finance

## How to Write Business Goals

### Business Strategy Bootcamp (Episode 2)

#### WORKSHEET

##### General Goal Statement:

High sustainable cashflow providing goods or services that enables success.

*Your task in this activity is to further define this goal statement to fit your organization. To do this, you need to define the "What?" and the "Why?" for your business.*

##### Specific Goal Statement:

High sustainable cashflow providing \_\_\_\_\_ that enables \_\_\_\_\_ .

*Answer the following questions to determine the "What?" for your business.*

How would you describe the general industry you operate in?

\_\_\_\_\_

Do you provide a good or service?

\_\_\_\_\_

What companies do you consider competitors and what is their good or service?

\_\_\_\_\_

Can you specifically describe the good or service you provide? If you provide multiple, what are you best known for?

\_\_\_\_\_

*Answer the following questions to determine the "Why?" for your business.*

Review the list below. These are descriptions for success. See if one of these items jumps out as meaningful to you, as something you want to explore more in life. Feel free to add something to the list. This will become your "Why" for what your company will enable you to achieve.

Financial freedom	Time with Family	Free time	Opportunities	Independence
Cash reserves	Freedom of choice	Explore hobbies	Career choices	Travel
Land ownership	Community leadership	Fame	Experiences	Romance
Intellectual development	Artistic development	Respect	Control over your life	Influence
Excitement	Adventure	Luxury	Meaningful relationships	Health