

## 2021 Strategic Focus



### 2020 Review

1. What were your biggest **Professional** accomplishments in 2020?
2. About what were you most proud and excited?
3. In your **Professional** world, what did NOT get done that you wanted in 2020?
4. What got in the way of that not happening?
5. Are there any incomplete goals that you want to bring into 2021?

**Part 2:** Same questions as above, but **Personal** instead of Professional.

### 2021 Plan

What are your big Goals and Initiatives for 2021? Professionally and Personally

What achievements will make the biggest difference for you, your family, your team? (Revenue, your earnings, new products/markets, exercise, family time)

#### How to get there:

##### **1. Be Specific and Measurable**

Not specific: Get some new clients vs.

Specific & Measurable: Land 30 new accounts with annual billing of \$10,000 minimum each by year-end 2021.

##### **2. Chunk it down and reach for early goals**

Land 10 new accounts with annual billing of \$10,000 minimum each by March 30, 2021.

##### **3. What support do you need, who will help with this.**

Who will share your Plan with? Who can you delegate to? Who can you Partner with? How do you break down your Goals into daily/weekly Action Plans?

##### **4. How and when will you review this? Ever? Monthly? Quarterly? Annually?**

##### **5. Do you think having accountability to someone who will hold your feet to the fire would help you reach your goals?**

CLARITY

ENERGY

GRATITUDE