|  |  |
| --- | --- |
|  | **TaTBizLogo.jpg**  **CAPRICORN-LOGO-RGB.jpg**  **Other resources in step 9l:**   * + **Goals and tasks template**   + **Strategy checklist template** |

**How are you going to improve profitability in 2018?**

There are any number of self-help books about setting goals – long-term, short-term, business, lifetime and personal. You name it, somebody has written it, but unfortunately, most self-help books are written by people whose worlds are a long way from the reality of a busy auto workshop.

Most workshop owners acknowledge the importance of setting goals but most are too busy to even think about them. Any spare time they have is spent relaxing with family rather than thinking about the business.

Business owners cannot ignore the fact, however, that those who set goals are more likely to achieve success.

Goal setting doesn’t need to be complicated. In fact, the less complex the goals are, the better they will work.

The first step is obvious – find the time to sit down and think about your business. This is best done away from work with a drink in hand. Grab a pen and paper and simply start thinking about your past year and about those things that worked well, and those that didn't.

Think about what equipment the workshop needs, and the training that might bring in more business. Think about unproductive or energy sapping issues that need solving and what other things you might improve in the business to make it run better.

To help you do this, download the TaT Biz strategy checklist at [www.tatbiz.net.au/resources](http://www.tatbiz.net.au/resources) and use it to self-evaluate your business. The checklist covers areas such as:

* Financials and cashflow
* Marketing and advertising
* Sales and customer service
* Internal procedures
* Human resources

Once you have listed all the main points they need to be refined into SMART goals:

**Specific** – be specific with want you want to achieve.

**Measureable** – the more measurable, the better. Where possible the goal should include a number, a dollar value, a percentage or some form of measure.

**Attainable** – the goal must be attainable. It’s great to stretch yourself but if it’s not really attainable then you set yourself up to fail.

**Realistic** – be realistic about your goals.

**Time –** set yourself a deadline. A specific date works best – rather than a month or a year.

**Documenting your plan**

Once the goals are done, the next step is to note the tasks that will be required to achieve the goals.

Task setting is critical to the success of the goals.

To help you with task setting, an example plan can be downloaded from [www.tatbiz.net.au/resources](http://www.tatbiz.net.au/resources)

**Finding the time to implement your plan**

The hardest part about achieving goals is finding the time to get the work done. Everyone is time poor. However, where there is a will there is a way. If you want success badly enough, time can always be found.

A couple of hours every week needs to be set aside to work on your business and not in your business. This must be uninterrupted time, so for most this will be after hours. Assign the time in your diary and keep it consistent to help make it routine. Watch three hours less rubbish on TV every week and you’ve found the time.

Assigning someone to hold you accountable can also be beneficial. It could be your accountant, a business coach, mentor or a business acquaintance. The simple task of routinely meeting with someone and being held accountable will mean you are much more likely to do the tasks required to achieve your goals. Think of them as a personal trainer waiting to meet you at the gym once a week.

Face up to the reality – if you can’t find the time to work on your business, nothing will change or improve. You will wake up in five years time to discover your business is in exactly the same position as it was five years earler. Find the time now or forever be time poor.

**Start planning today for a better 2018**

There is an old saying 'If you fail to prepare, you are preparing to fail'.

Don’t let this statement ring true for you in 2018.

The place to start is [www.tatbiz.net.au/capricorn](http://www.tatbiz.net.au/capricorn)

**Just go for it**