



Self Assessment: Milestones & Goals

Gaining clarity on what is happening on the inside can help us move things forward on the outside. Use this week's series of self-assessments to help you better understand yourself and how others perceive you.

Milestones

While the day-to-day business of running a company can be time consuming, if we have not created a roadmap with major milestones we want to achieve over the next quarter, year, or five years, it will be far more difficult to ensure that our daily efforts are moving us towards where we want to be.

Long-term Goals

It may take setting several long-term goals before we can meet our first milestone.

Short-term Goals

Short-term goals are your daily or weekly goals of what you would like to accomplish to move closer to a long-term goal. You will likely gain new understanding through this short sprints that will inform on the viability of your long-term goals. When evidence points to a long-term goal needing to be redefined, make sure you also create new short-term goals to match and adjust your milestones which might also be affected.

Assignment:

Create a twelve month roadmap for your company. If you are a visual planner, use colored pencils, sharpies, crayons and sketch out where you would like to see your company a year from now. If you are a list maker, create an outline of major milestones in a document. How you create your roadmap should fit your own creative and thinking style; use the method that will allow you to work in your most comfortable environment.

Be sure your roadmap includes the following:

1. Dates - once you have your milestones, long-term and short-term goals defined, make sure you attach a date by which you believe you can achieve each. Understand that these dates will change as you gain more understanding through the next steps of this process, but assigning dates now will help you understand whether you are realistic in your estimates of time to completion, an invaluable insight about your own management style that can prevent you from making promises that you can't deliver or from giving yourself more time than you actually need.
2. 5 Major Milestones
3. 5 Long-term Goals for each Milestone
4. 5 Short-term Goals for each Milestone

Your roadmap may have more long-term or short-term goals assigned to each milestone, but try to at least find five. If you cannot, you are either creating milestones which are not big enough or you need to spend more time breaking them down into achievable steps.

Takeaways

Through the process of creating my own roadmap for my business, I learned: