



Is Your Company S.M.A.R.T. or

At any point in time, in any business, the pace of change increases and decreases ... nothing new you say? Yes, I would agree. However, the rate of change due to technology increases, computer-processing speeds create significant leaps in sign and print business output rates.

JOHN HADFIELD | KIM

> The commitment sign and print business owners make in their capital investment is generally increasing. So, one could assume all is well for our future?

Ponder this question – If you reflect on your capital investment over the recent years, have you matched the same rate of investment in your business, in your administration, education or systems?

In rating your answer I offer my findings to provide an astounding revelation and that is; the overwhelming number of sign and print operators know they need to invest in their knowledge base, unfortunately in a large number of cases they don't even know how, where and when this knowledge growth is best developed.

How to increase your businesses SMART goals

The principles of S.M.A.R.T. can provide the

steps your business needs to increase your knowledge. The S.M.A.R.T. acronym delivers a five-step action plan, let's take a look.

Specific: Develop your goals to be specific, well-defined and focused on the outcome. Rather than global statements like "increase business". Try a goal offering focus, such as "develop five new clients with a base of \$250,000 turnover in any of our key markets like exhibitions, real estate and retail". This type of focus driven question is action based, that distills the team into immediate action and increasing energy.

Measurable: You can't manage what you can't measure! The ability to track the numbers is essential in any business to know and understand the progress of the project. In turn, these measurable numbers build confidence in the team to finish the goal or project. Stay on track.

Attainable: The success of the project or goal is of course highly influenced by the inherent

knowledge built into the attainability in the first place! In short, your goals need to be set with standards that allow a realistic outcome. Betting goals or projects too low or too high generally act as a negative influence on the business. Sure, I shoot for the stars, however a healthy dose of reality is paramount in keeping your business energised.

Relevant: To set the growth of your business based on your own emotion may not incorporate simple obstacles like current economic conditions! Relevancy is a part of the steps that offers stability. Achievable project goals created by your team will kick the project off with enthusiasm and the assurance of a "we can do it" attitude.

Time Based: If you want a project or goal to fail, then just don't give it an end date – it's that simple! Sewn into the fabric of your plan must be specific timelines for each step of the process. By setting time frames, it puts your unconscious mind into motion and gives it a sense for accomplishment.



dates to measure the progress of attaining the goals? These help to assure you are moving in the right direction.

3. Is it Attainable

- try to break your goals down into smaller controllable steps
- identify what is most important to you as this will help you in attaining new skills, attitudes and ability to make these come to fruition.

4. Is it Realistic

- is your goal one that you are willing to work for?
- does it represent significant growth and progress?
- is it relevant when measured against your business and industry model, market base, customer database, mission statement, etc.?

5. Is it Time Based

- does it include a time line for each specific step of the process?

Goals provide direction and motivation and play such an important role in all aspects of running a successful company, from starting a business to marketing, sales and exit/succession plans.

Remember not to set too many goals as this tends towards failure, set meaningful S.M.A.R.T. goals to achieve your dreams, and being able to stay on track spurs you on for continued effort. Stay focused and take smaller bite size chunks from an ambitious goal each day, and with every mouthful you are one step closer to your destination and attainable goals.

Although S.M.A.R.T. goals and terminology has been around for many many years we have created another method of adopting and implementing “CLEVER” improvements.

CLEVER Improvements – The art of starting at the end and working backwards

In a “perfect” world we would always know 100 percent the outcome, sure “see” the vision of the project in your mind’s eye, unfortunately the reality is often not the same!

Consider this: Let’s take a project involving installation in a problematic environment – if you work backwards using the C.L.E.V.E.R. process we developed, you would always start at the install site, properly assess its requirements, then and only then move to the working drawings and artwork. The simplification in a few words doesn’t highlight just how profound this can be in solution development, minimising gravitation and leads to increased profits!

Target specific zones and start improving processes and systems whilst refining your business. Our philosophy is aimed at keeping it

simple, easy to understand, help make practical and logical business improvements whilst providing easy to follow steps, all achievable and attainable. Look at issues that need to be controlled and identify areas of your business where improvements will make an immediate impact. Our “CLEVER” formula provides several fundamental common sense approaches.

C Clarify the project

- What is the nature of the project?
- Define and make it clear.
- Exactly what improvements are required for the business to function and achieve greater accomplishments?

L Leverage your knowledge and skills

- Allow your skills set and professional knowledge to influence the goal.

E Educate the team

- Is your team educated in making the changes and goals you are implementing?
- Bring everyone up to date with what is required to fulfill these goals, whether training, new equipment etc.

V Verify the process and progress

- Confirm what is required and implement tracking measures to keep improvements on course.

E Ensure the optimum result

- Confirm goals and results required.
- Review periodically to ensure goals are on track.

R Review prior to implementation

- Evaluate and assess all goals on the “wish list” prior to implementation.

This “CLEVER” process validates that a great project is doing it correctly once. Therefore, the development of a project may need to look at starting at the end and working backwards.

If you simply require a sounding board or mentor to bounce ideas off, unlock your potential or help in the implementation of specific goals then contact Control Zone www.controlzone.com.au. We can help focus your attention on gaining control of your business, as a business owner you just don’t realise how easy and in many cases how quick your return on investment occurs.

KNOWLEDGE & INFORMATION MANAGEMENT
KiM BUSINESS SOFTWARE SOLUTIONS

Checklist for creating goals

Do your goals adhere to the S.M.A.R.T. technology? Start with a concept, think about where you want to be in a certain time frame, write down these “wild and crazy” ideas and then categorise based on what is important to your business.

It is best to periodically review your goals and make any adjustments if required, goal setting for businesses is an essential tool for success, therefore does your goal follow and fulfill each of the following points:

1. Is it specific

- does it state who is involved?
- does it clearly state what you want your business to accomplish?
- Where? When? Which?
- does it clearly state why it is important?
- does it clearly state how you intend to accomplish your goal?

2. Is it Measurable

- have you set up standards and target