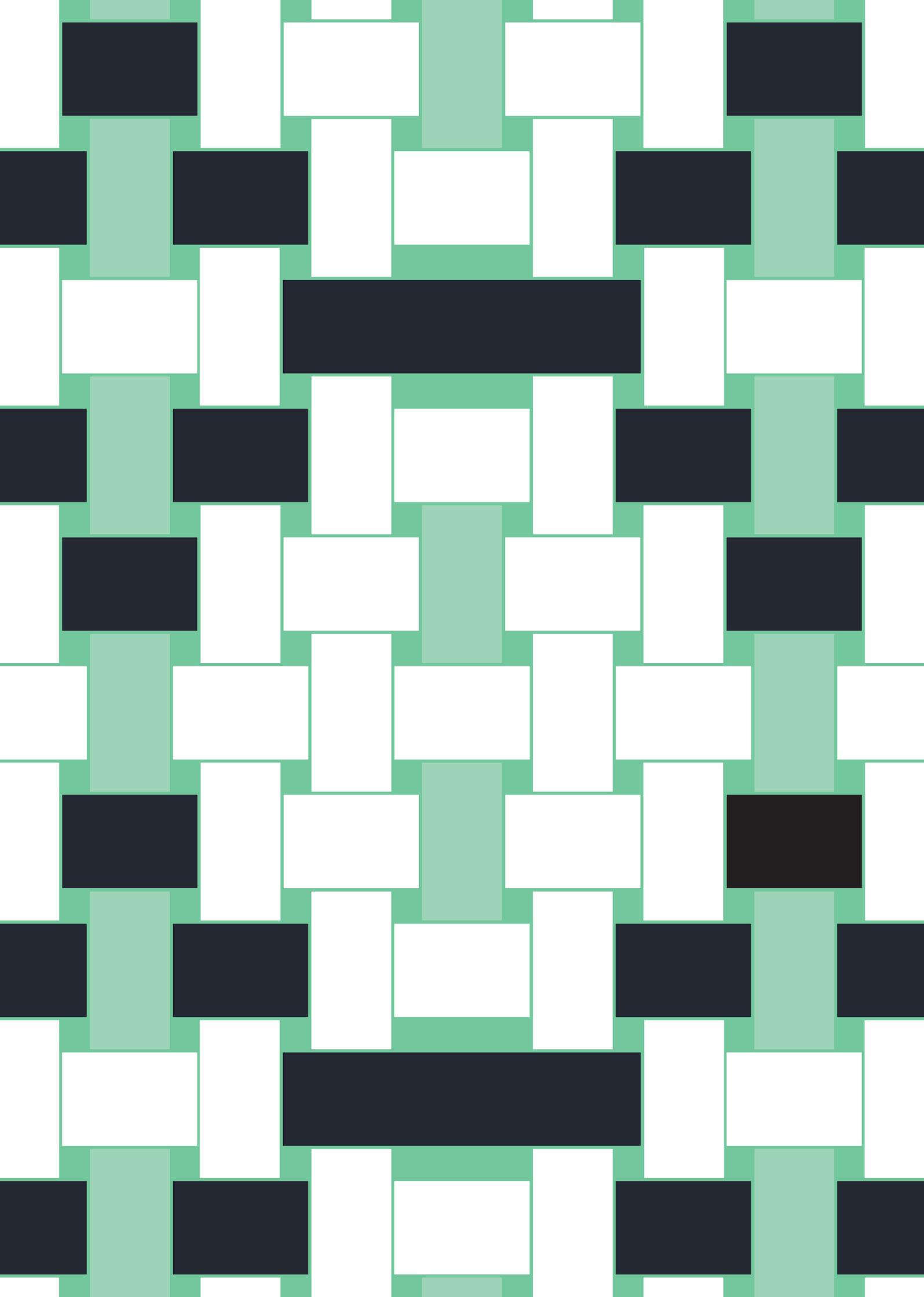


Module 6

Ngā pae tawhiti, ngā pae tata

Goal setting and timelines





KI TĒ
WHAKATAKOTO
WHĀINGA KA Ū
KOĒ KI TŌ HUARAHI.
HE MEA NUI TĒ
WHAKAMĀNAIWA
I ĀU TUTUKINGA
KIA RONGO AI KOĒ
I NGĀ HUA O TĒ
WHAKAHEKE
WERAIWERA O TĒ
PUKUMAHĪ ANŌ
HOKI. KA PĒWHEA
TŌ WHAKANUI I ĀU
EKĒNGA?

Setting goals will help you keep on track.

Recognising that you've smashed a goal is important, and it makes the hard work worth it. If you miss your goal, this is a chance to look closely at what happened, and learn from it.

Set goals that get you excited. Set small wins, medium gains and long-term wawata. You'll know you've found a powerful goal when you feel a mix of excitement and nervousness.



Here are a couple of different ways to set goals.

Setting motivational goals

You can write your goal down in a way that makes you really want to do it. Use positive language and set goals that you know will be achievable and also a challenge.

An example of an motivational goal:

By the end of the month, I'll be set up to sell art prints through my website, so I can earn money doing what I love.

Setting SMART Goals

A SMART goal works by getting you really clear on exactly what you're going to do, how, and by when.

The letters stand for:

SPECIFIC

Be specific about what you want to achieve

MEASURABLE

State how you'll know you've reached it

ATTAINABLE

What you do to reach your goals

REALISTIC

For the resource, knowledge and time

TIMELY

Give a timeframe to get there

An example of a SMART goal:

Within a month, I will have 10 prints available for sale and aim to sell a minimum of two cards every week, gaining new customers through social media, word-of-mouth, and Google advertising.

If you want to keep your goals at the front of your mind, you can write or draw them out and put them on the wall or in your wallet. Looking at them regularly will help you stay focused.

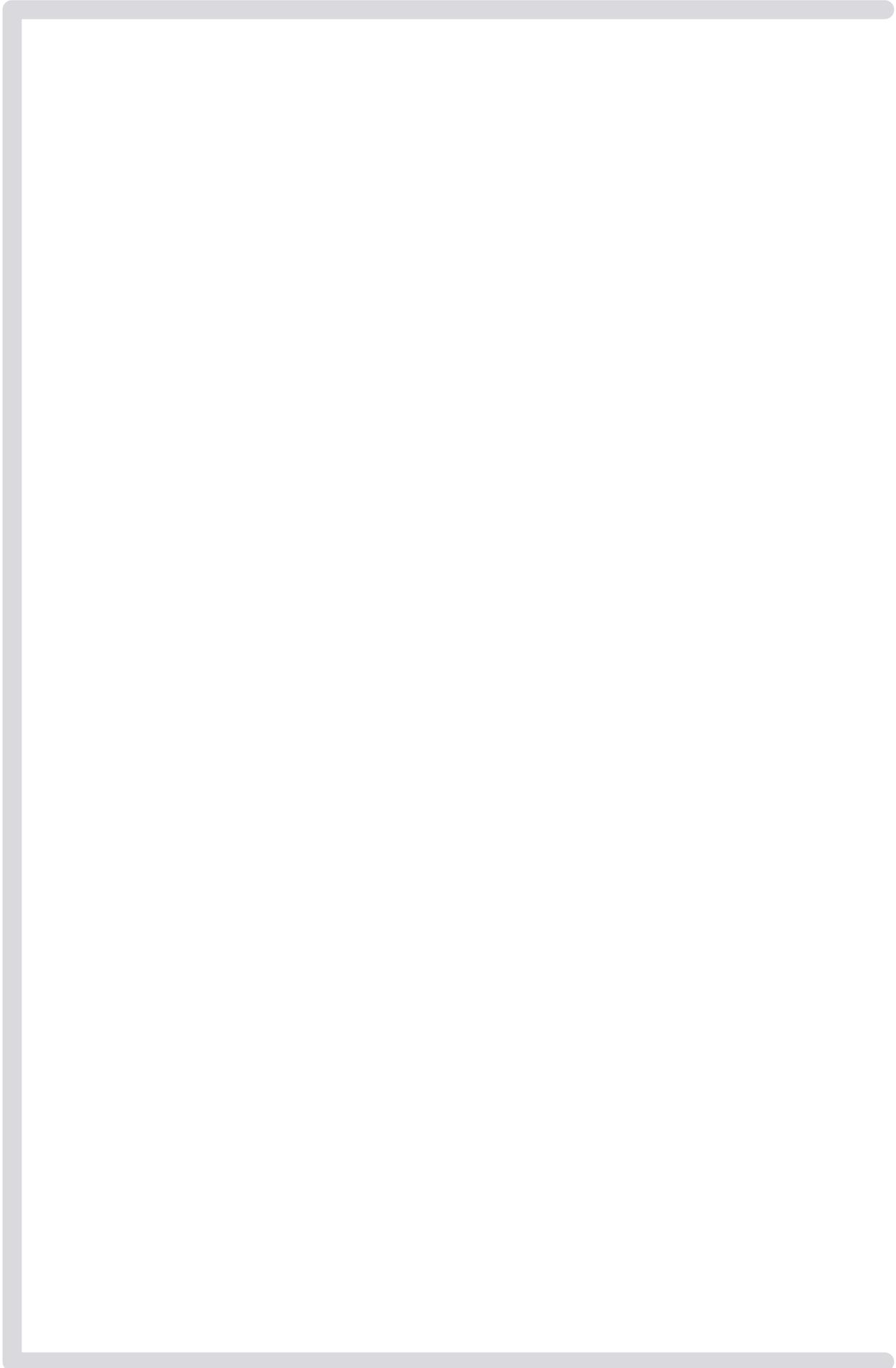
List some goals that you want to set and reach.

One by one, write them out using the SMART technique, and then using the motivational technique.

Mix it up and make up your own version if you like. The aim is to try out different techniques, and see what keeps you working on your goal. Then, through experience, you can choose what works for you.

Remember: Don't be afraid to dream big!

Motivational goals



SMART goals

A large, empty rectangular frame with rounded corners, intended for writing SMART goals.



WRITE YOUR BIGGEST, MOST IMPORTANT GOALS INTO YOUR BUSINESS PLAN BOOKLET.

HĒ MEĀ NUI HOKI TĒ
RĀRANGI WĀ KIA
MŌHIO AI KOĒ HĒ
AHA NGĀ MAHI MĒ
MAHI, HEI ĀWHĒA MĒ
TUTUKI, Ā, MĀ WAI
IA MAHI HEI MAHI.

A timeline is a very useful tool which will be central to your planning.

You use a timeline to plan out and then keep track of what needs to happen when. This helps you be able to see where you want to be and what's coming up. It also makes running a business less overwhelming – not everything needs to happen at once!

Here are some of the jobs a timeline does:

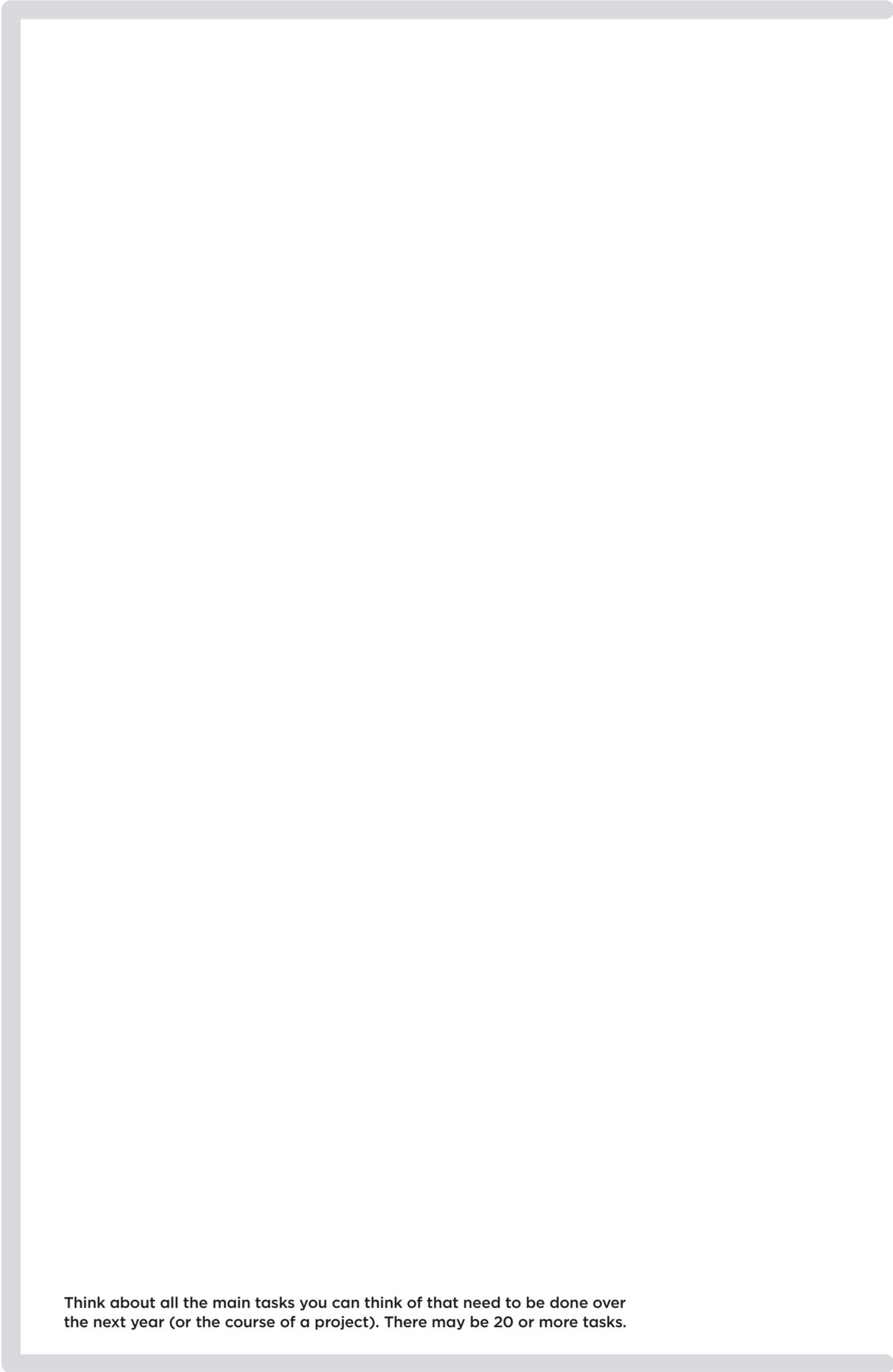
- It helps you manage your to-do list
- It shows who's in charge of what
- It helps keep your project on track by telling you what needs to happen when
- It shows how you're progressing with your goals
- It keeps important tasks at the front of your mind



Brainstorm the tasks that are involved in setting up and developing your business.

1. Start with the major tasks at this stage, rather than getting swamped in the details. (e.g. build website, launch website)

Brainstorm



Think about all the main tasks you can think of that need to be done over the next year (or the course of a project). There may be 20 or more tasks.

Create a timeline

2. Write each task on a separate sticky note.
3. Stick these on the wall and arrange them into the order of when they need doing.
 4. Put groups of tasks into each month. Assign dates for when they'll be completed.
5. If you like, write this up into a clear document and put it on the wall where you can see it often. Put the dates into your calendar.

6. If you're working with a team, you may want to divide the tasks up based on your strengths. Put each person's name next to the task they are responsible for.

Many people use Gantt Charts to record their timelines. A Gantt Chart shows the timeframe that you'll be working on each task (including showing when you're working on more than one at once), so you can keep track of what you're meant to be focusing on at any time. You can search for how-to guides online, then find free Gantt Chart software, use a Microsoft Excel spreadsheet, or stick with good old pen and paper.

AHAKOA KEI WHEA KOE
I RUNGA I TŌ HĪKOINGA
PAKIHI, E TINO HIAHIA
ANA TE TIMA O
CREATIVE WAIKATO KI
TE RONGO MAI I NGĀ
RINGATOI KEI TŌ MĀTOU
ROHE. KUA UTUA
MĀTOU KI TE AIWHI I
NGĀ RINGATOI, NŌ
REIRA ME WHAKAPĀ
MAI KI A MĀTOU.

**No matter where you're at in your
business journey, the team at Creative
Waikato love hearing from artists in our
region. We're here to help, so please
don't be a stranger.**