

OBJECTIVES WORKSHEET

Company: _____

Date: _____

“Objectives must be set for both the short and long range. They must be *reasonable, attainable, measurable, detailed and time specific*. They should be commitments, not facts; directions, not fate. An objective must have a means and a plan of accomplishment.”

MP-31, HANDBOOK FOR SMALL BUSINESS, U.S. Small Business Administration

Checklist

		R	A	M	D	TS
Business Phase: _____	Objective #_____:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Means→					
	Plan of Accomplishment →					
Business Phase: _____	Objective #_____:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Means→					
	Plan of Accomplishment →					

Say what you do. Do what you say. Be able to prove it.