










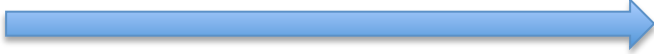







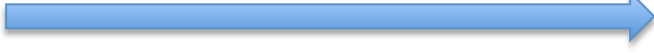

## Key goals worksheet










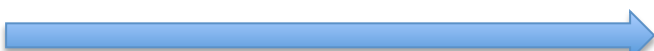
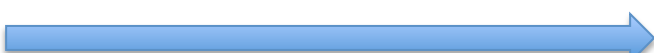
### Instructions

Your business probably has a long list of goals, some more important than others. This form allows you to prioritize and identify the most important goals, to shape your decisions about expansion. You can add your additional goals at the end, and skip any that are not relevant to your business.

Each member of the team should fill it out. Then compare results and discuss overlap and differences. Are there goals that everyone shares? Are there some that only one person has? If so, should those goals be incorporated as primary or are they secondary or individual goals only? At the end create a list of 5-7 key goals that drive the business and business decisions.

Key goals	
We want to: (mark importance on range from 1-10 with 10 the most important)	1 (not important)  10 (very important)
Create a viable business	<b>1</b>  <b>10</b>
Make a modest profit (1-5%)	<b>1</b>  <b>10</b>
Make a significant profit (more than 5%)	<b>1</b>  <b>10</b>
Make a living	<b>1</b>  <b>10</b>
Create a legacy for our children to inherit	<b>1</b>  <b>10</b>
Be able to retire	<b>1</b>  <b>10</b>
Improve the environment where the business is	<b>1</b>  <b>10</b>

Protect the planet in general	<b>1</b>  <b>10</b>
Create climate change resilience	<b>1</b>  <b>10</b>
Reduce water, energy use	<b>1</b>  <b>10</b>
Inspire the community	<b>1</b>  <b>10</b>
Raise awareness about food issues	<b>1</b>  <b>10</b>
Raise awareness about farm issues	<b>1</b>  <b>10</b>
Raise awareness about environmental issues	<b>1</b>  <b>10</b>
Create jobs	<b>1</b>  <b>10</b>
Create a decent workplace	<b>1</b>  <b>10</b>
Advocate for policy change	<b>1</b>  <b>10</b>
Engage in networks for change	<b>1</b>  <b>10</b>

Create a community	<b>1</b>  <b>10</b>
Other:	<b>1</b>  <b>10</b>
Other:	<b>1</b>  <b>10</b>
Other:	<b>1</b>  <b>10</b>
Other:	<b>1</b>  <b>10</b>
Other:	<b>1</b>  <b>10</b>
Other:	<b>1</b>  <b>10</b>
Other:	<b>1</b>  <b>10</b>
Other:	<b>1</b>  <b>10</b>
Other:	<b>1</b>  <b>10</b>
Other:	<b>1</b>  <b>10</b>

After each team member has filled it out, compare the results and discuss overlap and differences. Are there goals that everyone shares? Are there some that only one person has? If so, should those goals be incorporated as primary or are they secondary or individual goals only? At the end create a list of 5-7 key goals that drive the business and business decisions. These will form the basis for some of the rest of the modules.

The key goals for this business are:

1.

2.

3.

4.

5.

6.

7.