

4.1.3

Setting an Objective Guide

See your export growth as a series of projects. Each stage will need an objective. An effective objective is clear and memorable and describes what everyone needs to know. A simple and useful approach is to use the SMART acronym (see below). Many business owners and managers use it habitually and find it helps them generally in their management.

The following module offers a deeper insight into this topic:

Setting an Objective

You can find it either in the SavvyAcademy or in the 'Get Started' area of 'Create Your Plan'.

Information you complete as part of the Module will be automatically entered into your Plan. The more modules you complete, the more your Plan will build.

Smart Objectives

Specific:

Make your objective as clear as possible. Avoid vagueness and woolliness.

Measurable:

Include measurables (either specific numbers or specific events) so you will know when the objective is achieved and can measure progress towards it.

Achievable:

Check that there are no external constraints preventing you from succeeding e.g. prohibitive duties or cultural factors.

Realistic:

Be sure that you have the resources available to apply to your 'project' (bearing in mind the need keep focused on existing markets).

Time-bound:

Include a clear date for completion.