

## 1. Visions (Long-Range Goal > 1 year)

- Provide direction
- Can be abstract and even vague
- May not yet have a clear path to success
- Are deeply meaningful
  - Personal: Lifetime goals involving health, relationships, career, or sense of self
  - Business: Strategic goals that implement the vision of the business

## 2. Objectives (1 month – 1 year)

- Gain meaning from a long-range goal that they advance
- Create an objective value, i.e., are “ends in themselves”
- Are likely achievable on the time frame, given the resources
  - Personal: By you, working alone or with coaches, etc.
  - Business: By a team, working in a coordinated way

## 3. Key Results (< 2 weeks of full-time effort)

- **Clearcut:** Are a well-defined, self-contained result
- **Doable:** Can definitely be finished in the allotted time
- **Important:** Make meaningful progress toward an objective

**Longer-Term Goals Require Greater Meaning  
Shorter-Term Goals Require Greater Clarity and Doability**

If you would like coaching on your goals:

- What is the long-range positive vision—the positive results you want to create?
- What is the corresponding negative vision—the negatives you will eliminate?
- How much time do you have to work on this goal on a weekly basis?
- Do you have a short-term goal, and if so, what is it?