

Goal Category	1 Year	3 Years	5 Years
<b>Financial:</b> Revenue/Income; Expenses; Profit Margins; Additional Revenue Streams;			
<b>Infrastructure:</b> Systems, Processes, Software, Hardware; Equipment needed;			
<b>Marketing:</b> Social Media; Website; Networking Opportunities; Print; Email List; Other Marketing Channels;			
<b>Customer Growth:</b> Number of New Customers; Number of Retained Customers; Number of Followers on Social Media; Number of Proposals/Bids Going Out; Number of Website Visitors; New Programs to Increase Customers;			
<b>Products and Services:</b> New products and/or Services You Will Offer; Products or Services to Eliminate or Change; New Merchandising Tactics;			
<b>Customer Service:</b> New Programs or Experiences to Offer; New Training to Improve Customer Service;			
<b>Human Resources:</b> New Positions to Add (both entry and mid-level); New Training Programs to Add; Mentorship Programs to Add; Improved Employee Morale;			
<b>Personal Goals Relating to Your Business:</b> Any Change in Your Work Week; Any Change in Your Involvement in the Day to Day Operation; Things You Will Delegate; Things You Will Outsource;			