



# My 2020 Goal Planner

Create a concrete plan to achieve a goal this year

This planner is the property of:

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# Set a goal

The first step to achieving any goal is deciding what to work on. Here are some thought starters to help you pick a focus for 2020.

What's a dream I have for my business or career? .....

.....

How could achieving this dream improve my life or business? .....

.....

What's something simple I could do to make my day-to-day easier? .....

.....

Now choose **one goal** to focus on based on your answers.

**This year, I will...**

I want to achieve this before .....



### Primer Tip:

Part of specifying your goals is making them measurable. If your goal is to “hire new people,” it’s easier to see when you’ve hit your mark if you’ve specified how many people you’d like to hire or for which jobs.



Create a Strategic Plan for Growing Your Business

**SKILL**  
Business Planning

# Make a plan



**Primer Tip:** Challenges feel less overwhelming when you recognize small steps you can take. “Get better at marketing” is broad and overwhelming, but “Read about how to find a target audience” is specific and manageable.

Learn more in the Primer lesson *Overcome Self-Doubt As You Run Your Business*

Let’s break down your goal into **small steps** with concrete **actions** to take. As you do so, consider what might make it difficult for you to achieve your goal. What resources might help you? Search the Primer app for any lessons that might be relevant to you.

## Small Step 1

Actions:

Priority

Low Med High

Low Med High

Low Med High

## Small Step 2

Actions:

Priority

Low Med High

Low Med High

Low Med High

## Small Step 3

Actions:

Priority

Low Med High

Low Med High

Low Med High

# Take action

Decide when you'll complete your 9 actions and arrange them on this calendar. Keep in mind any holidays, events, or commitments you have scheduled that might make your actions harder (or easier) to complete.

January	February	March
Actions: <input type="checkbox"/> ..... <input type="checkbox"/> ..... <input type="checkbox"/> .....	Actions: <input type="checkbox"/> ..... <input type="checkbox"/> ..... <input type="checkbox"/> .....	Actions: <input type="checkbox"/> ..... <input type="checkbox"/> ..... <input type="checkbox"/> .....
April	May	June
Actions: <input type="checkbox"/> ..... <input type="checkbox"/> ..... <input type="checkbox"/> .....	Actions: <input type="checkbox"/> ..... <input type="checkbox"/> ..... <input type="checkbox"/> .....	Actions: <input type="checkbox"/> ..... <input type="checkbox"/> ..... <input type="checkbox"/> .....
July	August	September
Actions: <input type="checkbox"/> ..... <input type="checkbox"/> ..... <input type="checkbox"/> .....	Actions: <input type="checkbox"/> ..... <input type="checkbox"/> ..... <input type="checkbox"/> .....	Actions: <input type="checkbox"/> ..... <input type="checkbox"/> ..... <input type="checkbox"/> .....
October	November	December
Actions: <input type="checkbox"/> ..... <input type="checkbox"/> ..... <input type="checkbox"/> .....	Actions: <input type="checkbox"/> ..... <input type="checkbox"/> ..... <input type="checkbox"/> .....	Actions: <input type="checkbox"/> ..... <input type="checkbox"/> ..... <input type="checkbox"/> .....



**Primer Tip:** Keeping a calendar can help you be more patient, self-aware, and consistent, for your own good and for the good of your coworkers, friends, and family.

Get more tips for time management in the Primer lesson *Manage Your Time to Make the Most of It*

# Reflect

As you move towards completing your goal, use these questions to reflect on your progress.



## Primer Tip:

When working on a project, one way to combat fear of failure is by following up with “postmortem documentation.” This is where you look at what went wrong, what went right, and what you could do better in the future.



Build an Innovative  
Workplace Destined for  
Long-Term Success

### SKILL

 Business Management

**What was the most difficult thing for me to do?**

**What did I enjoy the most?**

**What’s one thing I learned that I’d like to remember?**

**How would I do things differently next time?**

Start thinking about your next goal.

Download the free Primer app at [yourprimer.com](https://yourprimer.com) and choose from a variety of business topics to find lessons relevant to you.