

## Step by step towards your goal for 2018

A little »workout routine« for your corporate communications in order to help you achieve your goals and easily overcome any obstacles. As Gotthold Ephraim Lessing, the German poet and playwright, put it:

»The slowest, who does not lose sight of his goal, will always outstrip him who wanders aimlessly.«

*Gotthold Ephraim Lessing, translated*



### 1. LOOSENING UP | RETROSPECT

2017 is over, you overcame many (professional) obstacles. Still, what remains to be done? When did you run out of breath or out of strength? When was your technique a problem? And which challenges are you facing in 2018?



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\_\_\_\_\_

\_\_\_\_\_

What is your main task in 2018, what would you like to achieve no matter what during the next 12 months? Please, prioritize your list by numbering the checkboxes.

### 2. THE BULLSEYE | GOAL SETTING

What would it be like having achieved this goal at the end of 2018? Please, visualize and describe your ideal condition:

\_\_\_\_\_



Pretty good so far, but you surely can describe your target more precisely, can't you?

What exactly do I want to achieve? \_\_\_\_\_

How do I recognize my progress? \_\_\_\_\_

What can I do in order to get there? \_\_\_\_\_

When do I want to see accomplishments? \_\_\_\_\_

\_\_\_\_\_

Is this realistic? \_\_\_\_\_

### 3. MARKING THE FIELD | SELECTION OF PARAMETERS

How do I reach my goal?  
Who do I need in my team?



What do I have to get across? (messages)

\_\_\_\_\_

\_\_\_\_\_

Who needs to know about it? (target groups)

\_\_\_\_\_

\_\_\_\_\_

How and where do I convey my message? (activities/channels)

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\_\_\_\_\_

### 4. STAY WITH IT AND CHECK YOUR PULSE! | ONE KPI

Resting heart rate or clicks per minute? Which indicator will show you if you are successfully approaching your target within the next months?



Which indicator do I have to monitor on a monthly basis?

\_\_\_\_\_

\_\_\_\_\_

Where do I get this indicator from?

\_\_\_\_\_

\_\_\_\_\_

Here is some space to write down your results.  
How is your indicator developing?

Your indicator: \_\_\_\_\_

