



SPECIALIZED
STAFFING & INDUSTRY RECRUITERS
THE BEST WORK WITH US

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Perspectives

Make Your 2023 Resolutions S.M.A.R.T. Ones

Greetings, 2023.

The last two and a half years have dictated many of our goals by their very unique and demanding natures. Now it's time to get down to business and come up with goals beyond survival; make New Year's resolutions that move your organization in a direction controlled by your vision rather than the capriciousness of prevailing winds.

Business goals can be a lot like personal New Year's Resolutions. Many of us make them with all the best intentions of the moment. Every year is a new beginning. And every year, 80% of us fail in those resolutions by February. Forbes reports that only 8% of us can manage to achieve our personal resolutions/goals.

In 2020, Small Business News reported that 65% of small business owners managed to meet just over half of the goals they set the previous year. Only 5% of them managed to achieve all of their goals.

But why? And how can we circumvent this almost universal tendency to give up or fall short? Often our goals, both personal and professional are simply too vague. Lose weight. Increase productivity. Both can be great goals, but both are missing specificity and a plan to accomplish. We can't throw a goal out there with no thought other than an end point and hope the karma gods bless us with success. Even the karma gods respond better when there's a plan, some steps to take, and an end result that's attainable.

Planning. Strategy. Managing. Start with S.M.A.R.T. goals. And just what does this mean? Each goal becomes more attainable when it meets the following criteria. A goal should be:

Specific

The outcome should be clearly definable and clearly understood. For instance, a goal to increase sales is too vague. Instead, decide to increase sales in the orange widget department by 10% in 2023. Now you can zero in on the important team members, and potential strategies.

Measurable

It's important to know what progress is being made toward any particular goal. At any given time, if progress is slower than expected, adjusting approach may be necessary. If you simply wait until the year end numbers come in, opportunity for shifting strategy and ultimate success may be lost. Knowing when to zig and when to zag while headed for the goal is just as important as knowing where you want to be ultimately.

Accountable

Here at [Specialized Staffing & Industry Recruiters](#), we focus on accountability when we get to the "A" in SMART. Often you'll see the words "achievable" or "attainable" used at this place in the acronym, but those words are too similar to the "R" for "realistic."

Instead, while we're aiming for an outcome and measuring progress, sharing progress and enlisting the feedback of others to whom we are accountable (the boss, team members, co-workers) is crucial to maintaining focus.

Realistic

Setting an unattainable goal is, by definition, a direct line to failure. Set the goal of doubling sales in the orange widget department by June, and watch enthusiasm die in the orange widget department. Shoot for a 10% increase in sales in the first quarter and you've now designed a goal that people can realistically aim for; one that can be measured on a bi-weekly or monthly basis. Rome wasn't built in a day. But it was built; step by step.

Timely

Goal setting works best with a beginning and an end. Today I weigh "X;" in 3 months I will weigh "Y." At the end of last year the orange widget department made "X" in sales; in 6 months that number will increase by "Y"%. The orange widget department will make weekly sales reports available to track progress and determine future strategies.

Goal setting is useful for us personally, and crucial for a business. Successful goal setting results from thought and effort. Instead of vague resolutions, set concrete goals in 2023. Put thought into each one, consider appropriate steps for success, devise strategies, enlist all important players for effective implementation and accountability, and review progress at appropriate and useful intervals. The more time you put into setting up a goal, the greater your chances of success.

Our Goal is to Support Your Specific Staffing Requirements

At [Specialized Staffing & Industry Recruiters](#) we are committed to effective implementation of S.M.A.R.T. goals within our organization. We are laser focused on finding quality, successful candidates that meet your organization's particular needs. We continue to develop the best tools and strategies for recruiting potential employees and matching them carefully to the company and position that best marries their talents with an organization's specific requirements and company culture.

[Your success is our success.](#)

Our success in developing a diverse, highly qualified pool of candidates supports your success in today's tight employment market. We will find team members for your organization that will help you plan and implement your most important business goals in 2023, and well beyond.



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