



GOAL SETTING WORKSHOP

THIS IS YOUR YEAR 2021

WWW.STORYWORK.CO



SET THE STAGE

1. ZOOM OUT TO ZOOM IN.

2. THE STRATEGY IS THE PRE-WORK.

3. OUTLAST THE CURRENT CIRCUMSTANCE.



WORKING "IN" BUSINESS VS "ON" IT.

1 2 3 4 5 6 7 8 9 10

VISION

VI·SION VĪZH'ƏN

: THE ACT OR POWER OF SEEING : SIGHT

1.WHY ARE YOU DOING THIS?

2.WHERE ARE YOU GOING?



MISSION

MIS·SION | \ 'MI-SHƏN

: A SPECIAL ASSIGNMENT GIVEN
TO A PERSON OR GROUP.

1. HOW IS THE LANDSCAPE CHANGING
AROUND YOU?

2. WHAT DO PEOPLE NEED RIGHT NOW
THAT YOU DELIVER?

A minimalist desk setup with a white table, a grey chair, a laptop, a vase with a fern, and a small potted plant.

TRANSLATE

1. PERSONAS

2. THE JOURNEY THEY GO ON WITH YOU

3. THE OFFERING



YOUR YEAR

TOP 5 INITIATIVES

1. _____

2. _____

3. _____

4. _____

5. _____



YOUR YEAR

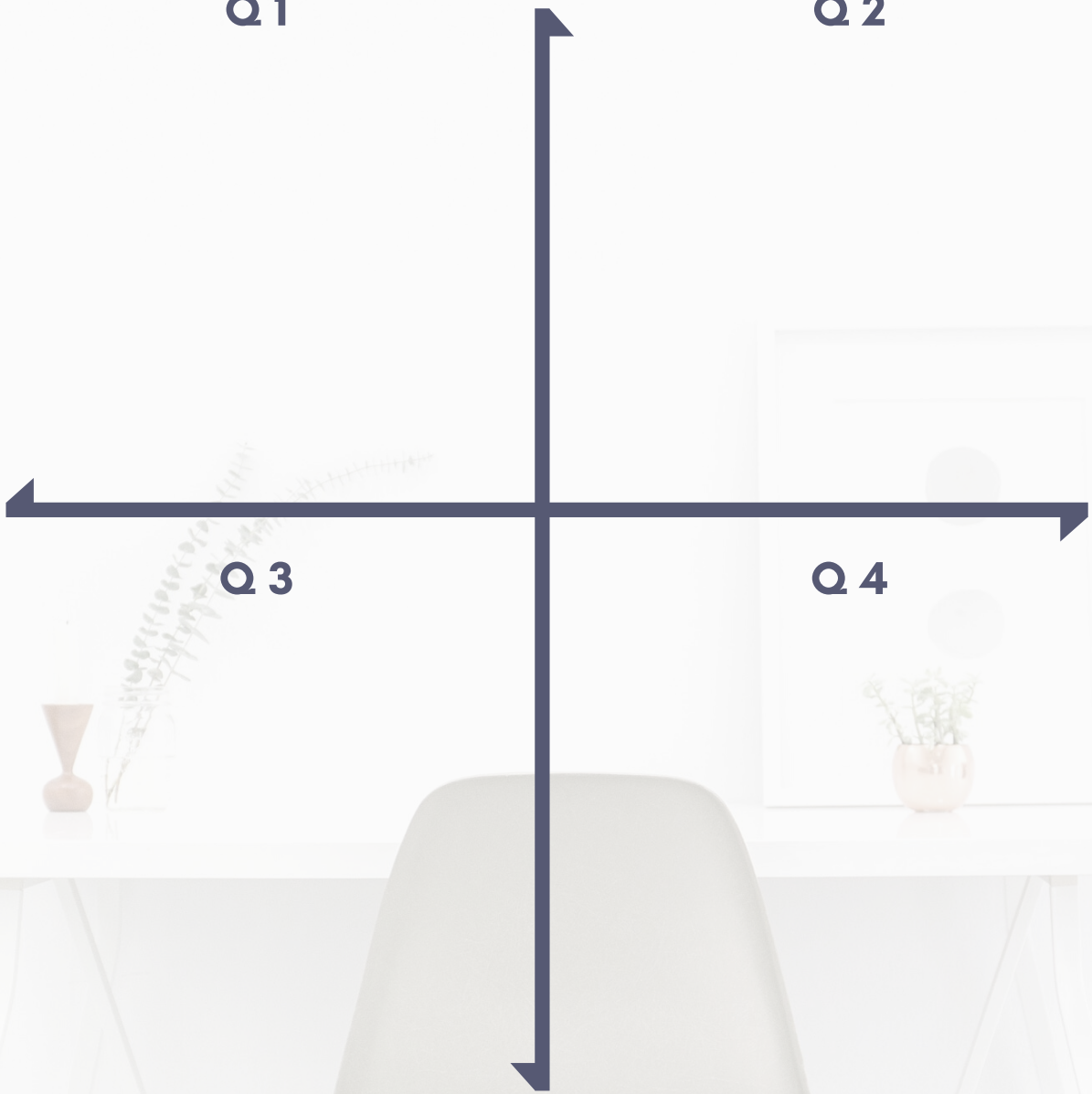
QUARTERLY INITIATIVES

Q1

Q2

Q3

Q4



CONNECTING THE DOTS

MEASUREMENT

DASHBOARD

ACCOUNTABILITY

THE GAPS

A minimalist desk setup with a white chair, a laptop, a vase with a fern, and a small potted plant.

WHAT DO YOU WANT TO "SHED" OR
LEAVE BEHIND IN 2020?