



M.O.S.T. – WHAT DOES IT STAND FOR?

Regular readers of my Newsletter will know how passionate I am about setting clear goals. I'm passionate because not only do I read about successful Business Owners who swear by setting goals, but I have seen it with my own clients.

There is a Strategic Planning Acronym that helps you understand how the goal setting process works. It is M.O.S.T.

- M – Mission
- O – Objectives
- S – Strategies
- T – Tactics

Mission is a general description of what success will look like for the Business. It is your overall goal for the business and in most small businesses is closely associated with the reason you set up your business in the first place. It also includes the values that your business and its employees will live by.

Objectives are the 5-8 main goals that you need to achieve to get you closer to your overall Mission. These are quantifiable, which means that you can measure whether you have achieved them or not (no grey areas).

Strategies are how you will achieve the Objectives. They are the basic plan of attack.

Tactics are the specific tasks developed from your overall strategies. They have a timeframe and are clearly delegated to a responsible person.

As the saying goes, "always start with the end in mind". Before you can decide what actions need to be taken, you need to have an overall vision of what you hope to achieve. Once you are being guided by the overall Mission, you then have a clearer picture of what needs to be done rather than being dictated to by current circumstances. You take control of the business rather than the business takes control of you.

What about an example!

Let's use Probity Partners as an example.

Our Mission is to Inform, Educate and Connect SME's with any Business Services they need and to guarantee their satisfaction. We realise that to achieve this fully, we need to have the majority of these services directly under our control. This will avoid potential conflicts of interest and allow us to fully benefit from the cross over of services.

Our Objectives for the first 12 months was to build alliances with as many Service Businesses as we can, to enable us to offer these Services to our Clients. We would oversee any work performed by these Partners to ensure that the Client was happy. Our next 12 month Objective is to set up 2 Service Businesses under the Probity Banner.

Our Strategy to achieve this is to employ a skilled person in the Service we want to bring inhouse and to train them up to where we want them. Once they have proved themselves, we will float off a new business and give them some ownership in it.

The tasks required to complete this strategy include:

- Developing Job Descriptions
- Creating Competency Checklists and Training Programs
- Employing
- Reviewing and Developing Employee Performance etc.

This is obviously a real basic example and in reality we have put a lot more into it. But hopefully you get the idea. So if you haven't already worked through a process similar to this in your business, now is the time. You will be amazed by the results.