

2020 Strategic Growth Roadmap

What does success look like in the next 12 months?



12 MONTH TARGET OUTCOME

What does success look like in the next 12 months?

QUARTERLY OBJECTIVES

What are the top 4 things that have to happen in order to reach the desired outcome?

- 1.
- 2.
- 3.
- 4.

QUARTER # SPECIFIC RESULT

Make sure this result is **S.M.A.R.T.**

Specific, Measurable, Attainable, Realistic, Time-bound.

Ex. Increase average visit to lead Conversions to 5.5% by End of March

DAILY ACTIONS + TASKS

What are the daily activities that need to be accomplished in order for us to reach our 13 week objective?

WEEKLY MILESTONES

What are the weekly milestones that we need to pass in order to hit our specific result?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

