



Planning

How to Set a BHAG (10 Year Goal)

more money for shoes

How to Set a BHAG (10 year goal)

"A true BHAG is clear & compelling, serves as a unifying focal point of effort & acts as a clear catalyst for team spirit. It has a clear finish line, so the organisation knows when it has achieved the goal"

– Collins and Porras 'Built to last: Successful habits of visionary companies'

Your BHAG (or Big Hairy Audacious Goal) is a strategic statement about where you want to go with your business. It is likely to be questioned by those outside the organisation, but internally is regarded as not only possible but more importantly, visionary. Some examples are:

"Every book, ever printed, in any language, all available in less than 60 seconds" – Amazon

"Organise the world's information and make it universally accessible and useful" – Google

"A computer on every desk and in every home" – Microsoft

Sound compelling don't they. But how do you do create one for your business? To make it easier for you, I've broken it down into two steps.

1. Conceptualise it - Shoot for the moon, even if you miss, you will land among the stars

This is where you can let your imagination can go crazy and think about 'what if'. Your BHAG should be overly ambitious and seem unattainable. If you're having trouble visualising your BHAG then maybe think about the following questions:

- Describe what your ideal personal future would look like?
- Describe what your ideal business future would look like?
- How many people would you employ?
- How many locations would you operate from?
- What would be the size of your business? (Maybe units of product sold or manufactured or an annual sales figure)
- What would your role be in the business?
- How many days per week would you work?
- How much money would you be making each year (profit)?

2. Test It

Now that you have your BHAG, try testing it on your team or friends and family. If they raise an eyebrow at you, you're probably very close. Some questions to ask when testing your BHAG are:

- Is it something clear, compelling and easy to grasp?
- Will it excite not only you but your team?
- Will it require you and your team to stretch out of your comfort zones?
- Is it measurable and life changing?
- Is it something that excites you?
- DO you believe that your business has less than 100% chance of achieving the BHAG (Jim Collins, creator of the BHAG says that 50-70% is ideal)
- In 25 years, will you be able to tell if you achieved it?

That's it. What's important now is to not file your BHAG in your drawer and forget about it. Instead, display it in the office and monitor it at annually so that you are working towards it.