



Plan

It is good to bring some structure into how you are going to get started. You have to make some decisions, and to do that you zoom out again to determine your goal and the time within you want to achieve it. It's fine to be ambitious here, then to chop it up into smaller, achievable goals.

1) BHAG: If you find it difficult to define your goal, you might want to use the method of the BHAG. If you have a big plan and a dream that you want to realise, you can set this as a dot on the horizon then mark out the path to get there: this is your plan. This dot on the horizon is the BHAG, which stands for big hairy audacious goal – your ultimate dream. Characteristics of a BHAG are:

- a BHAG fires the imagination and is described vividly.
- a BHAG is formulated in such a way that you doubt whether it is realistic. That doubt is important, it inspires. You think, 'They're crazy, but...

2) How many and which goals do I need to achieve my BHAG?

For each goal, write down:

- What exactly do I want to achieve in this step?
- What do I need to achieve it?
- Is what I want to achieve measurable?
- Is what I want to achieve in one step realistic?
- Is it time-bound?

