

NatWest

# NatWest Business Builder

## Goal Setting



“

**A vision without  
execution is  
delusion**

”

**- Thomas A. Edison**

# Types of planning

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## Operational

**Operational planning** typically breaks down the day-to-day running and key activities a company performs.



## Tactical

A **tactical plan** outlines the steps and actions that must be taken to achieve the goals from the strategic plan.



## Strategic

**Strategic planning** is the process of defining a strategy, or direction for the business and planning its high level execution.



## Contingency Planning

**Contingency plans** are put in place to help respond to unexpected situations or when something needs to be changed.



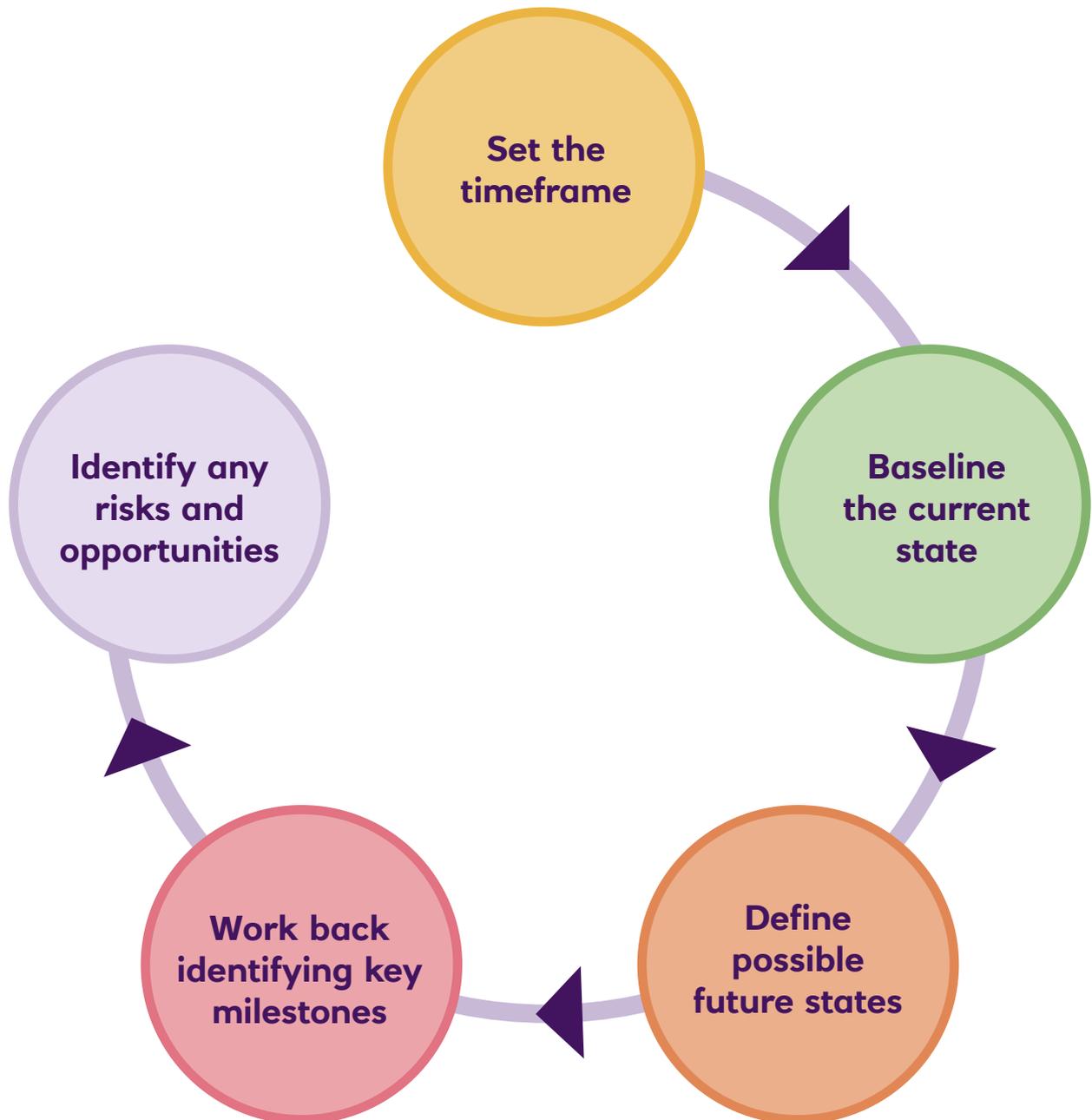
# Notes

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# Backcasting steps

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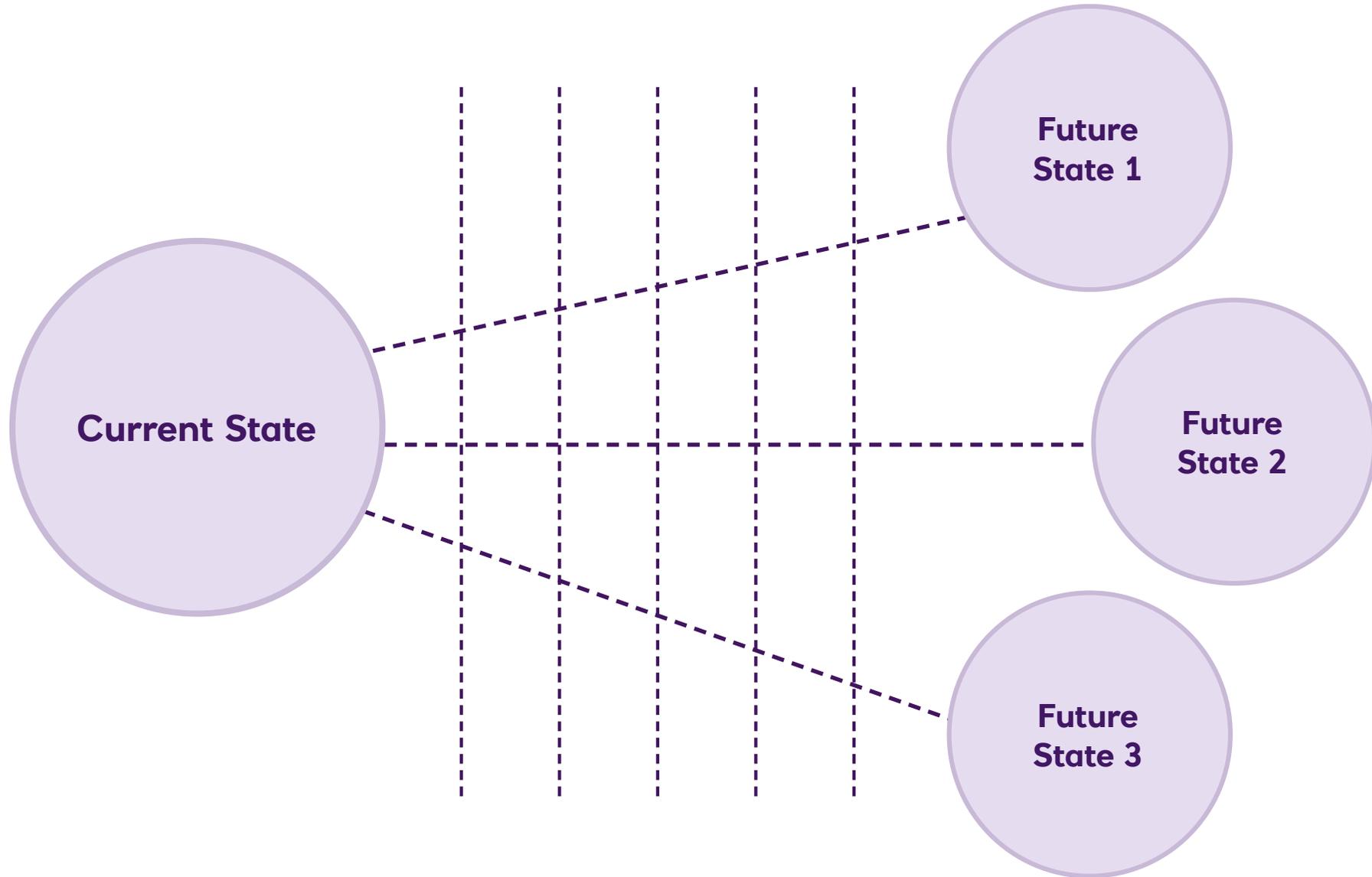
# Backcasting template

Designed for:

Designed by:

Date:

Version:



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# S.M.A.R.T. goals

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## **S – Specific**

Be specific around the detail of the goal so you have the clarity on what needs to be achieved

## **M – Measurable**

Define how you are going to measure success and when the goal is completed

## **A – Attainable**

Interrogate whether the goal is realistic and achievable

## **R – Relevant**

Ensure the goal is part of your wider strategy and a step to your overall vision

## **T – Timebound**

Have a clear deadline for when you aim to achieve this goal by

# ← Using backcasting

Use as an orientation or collaboration tool with the rest of the team

Use to map out and challenge different future scenarios

Use to identify future opportunities and risks

Use in conjunction with forecasting to create a robust strategic roadmap



# Notes

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## Well done, you have completed the Goal Setting Module!

Continue to develop a strategic plan for your business by:

- Using the backcasting technique to identify and map out possible future scenarios.
- Invite others to help interrogate your plans and identify any risks or opportunities.
- Join one of our wrap around events to help you build out your strategic plans further.

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**THANK  
YOU**



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