

Most captive owners would rarely admit that they don't have a Strategic Plan. They would like to, but they don't know where to start. And, when you add to that the general difficulty of strategic planning, that is a lot of inertia to overcome. Fortunately there are best practices Captive Owners can utilize to get better strategic plans.



Be very specific when goal setting. It may be helpful to utilize the SMART acronym: Specific, Measurable, Attainable, Relevant, and Time-bound.

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| S | The goal must be very specific and grounded in something that's significant to you. |
| M | The goal must have some sort of measurement (days, pounds, miles, etc.). |
| A | The goal must be realistic and attainable . |
| R | The goal must be relavant to what you're hoping to accomplish. |
| T | The goal must be time-bound and that timeframe must be reasonable. |

Use technology to research, collect and rank opportunities, then choose only two or three to focus on - more will result in sub-optimal results.