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Achievement

Relationships

Financial Security

Health & Fitness

Happiness

**Aim! for the Right Target**

**Happiness**

* + Do you wake most mornings looking forward to the day ahead?
  + Are you able to appreciate the beauty and wonder in the world around you on a regular basis?
  + Do you have opportunities to enjoy the things you love most and be creative?
  + Do you think about/express your gratitude for the positives in your life each day?

**Health & Fitness**

* Do you maintain healthy BMI, blood pressure, cholesterol and other key measures?
* Do you eat a balanced diet most days with 5+ fruits and vegetables, whole grains, lean protein, limited sweets and alcohol?
* Do you get 7-8 hours of sleep most nights?
* Do you have a regular fitness routine that you maintain at least three times a week?
* Do you have daily, weekly, monthly and annual sources of renewal – things you enjoy that refresh and renew your spirit?

**Financial**

* + Do you have a plan to increase earnings/net worth?
  + Are you satisfied with your investments and debt?
  + Do you have updated estate plans in place?
  + What are you short- and long-term financial aspirations?

**Relationships**

* + Do you have loving, supportive relationships in your life (spouse, partner, family, friends)?
  + Are you able to spend time with these loved ones, and extended friends and family on a regular basis?
  + Do you have positive work friendships?
  + Do you belong to a community group (school, church, club, neighborhood, gym, fitness class, etc.)?

**Achievement**

* + Do you have personal development plan to improve personally and professionally?
  + Are there awards or recognition you’d like to achieve?
  + Do you have short- and long-term goals – both personal and professional?
  + Are you giving back (contributions, mentoring, volunteering)?

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Results

Team & Customers

Financial & Strategy

Corporate Health

Engagement & Energy

**Aim! for the Right Target**

**Engagement & Energy**

* + Are employees passionate and committed to achieving company goals?
  + Is there positive morale and energy between employees that extends to customers?
  + Are customers enthusiastic and vocal about your organization?
  + Is there an overall sense of purpose and progression?

**Corporate Health**

* Do you have a cohesive leadership team that effectively address issues and work as a team?
* Are you and the team passionately committed to the company’s purpose and mission?
* Is there a clearly defined culture and values consistent in behaviors at all levels of the company?

**Financial & Strategy**

* + Is the market for your product or service growing?
  + Is your product/service offering in a position to gain market share?
  + Does your product/service offer a margin opportunity that generates profit and funds growth?
  + Does the company have manageable debt, and access to capital for growth?
  + Do you have new products or services in development for new or existing customers?
  + Is there a consistently effectively process for attracting and engaging new customers?

**Relationships**

* + Do you have A players in key roles and effective recruiting and screening processes?
  + Is there effective training and development for the team and consistent communication throughout the organization about initiatives and performance?
  + Do you measure customer service and actively engage clients for feedback on your company?

**Achievement**

* + Does the company consistently attain revenue and profit objectives?
  + Is revenue, profit and market share growing year-to-year?
  + Are customer service measurements improving?
  + Are employee and customer retention measures high?