

What is the Goal for this tradeshow?

(Refer to the GM Matrix for ideas and create a new sheet for each goal)

The three components of your goal:

1. **INSPIRING:** How is it inspiring to the team? What is the impact it will have on our company?

2. **BELIEVABLE:** Are they believable? Is it something that everyone can visualize and see it happening.

3. **CAN ACT:** How will we be able to act on the Goal?

Evaluation and Reflection

Write out where the business is at right now – number of customers, sales numbers what you have accomplished. (Repeat this after the Tradeshow and use it as a guide for determining the RIO)

Make sure it's SMART.

Specific: Don't be vague. Exactly what outcome/s do you want after the show?

A specific goal will usually answer the questions:

- ✓ What do I want to accomplish?
- ✓ Who needs to be included?

Measurable: Quantify your goal. How will you know if you've achieved it or not?

A measurable goal will usually answer questions such as:

- ✓ How much?
- ✓ How many?
- ✓ How will I know when it is accomplished?

Attainable: Be honest with yourself about what you can reasonably accomplish at this tradeshow while taking into consideration your current position.

An attainable goal will usually answer the question:

- ✓ How can the goal be accomplished?

Realistic: It's got to be doable, real and practical.

A relevant goal will usually answer the questions:

- ✓ Does this seem worthwhile?
- ✓ Will it benefit the company?

Time: Associate a time frame with each goal. When should you complete the goal? For a lot of you this will be simply the end of the tradeshow – however some companies will have a longer time frame attached to the goals. Especially if they are dealing with long term contracts or relationships.

Accountability

Who is on the team holding us accountable? (Generally, this will be the CEO or GM but if they have given the responsibility to someone else, then make them the accountability partner.)

How often will we update the accountability partner?

How will we update them? (eg. daily or weekly email, or a team huddle.)

Incorporating Rewards.

At what points in our journey will we give rewards?

What are the rewards?
