

TRANSCRIPT:

EP 071 Suneera Madhani on Quarterly Planning Like a CEO, Creating Tangible Goals, and Creating Systems for Business and Life

Suneera Madhani, Intro Clip: If we're able to actually break down the goal, it feels more tangible. It feels like we're actually able to go bite that goal. And since it feels attainable, we actually work harder. It actually works in reverse for our mind, versus having this really big goal that we're like, oh, we're never going to get to so we actually are so afraid that we don't even start on that goal, right? It's just mindset. It's just the way that our brain works to say, Okay, if I take that goal, I break it into this smaller chunk. Then I'm gonna work harder for it because I feel like it's it's reachable.

Shannan Monson: Welcome to CEO school. We're your hosts Suneera Madhani and Shannan Monson, and we believe that you deserve to have it all. Less than 2% of female founders ever break 1 million in revenue, and we're on a mission to change that. Each week, you'll learn from incredible mentors who have made it to the 2% Club, as well as women well on their way sharing how they defied the odds so that you can do it to your real business now, class is officially in session.

Suneera Madhani: This episode is brought to you by the CEO school planner, we believe you should run your life like a business. So we've created the CEO school planner to help you do just that. It's time to boss up and change your life with incredible systems that are going to help you stay accountable for 90 days to ensure that you get your goals done. You have your weekly checklists in place, and you have a planner that actually does it all because you do it all. To purchase your CEO school planner, go to www.theceoschool.co/shop and if you want this planner to come to you in our quarterly subscription with the club, www.theceoschool.co/join where you can join the club and get exclusive workshops, mentoring sessions and a quarterly subscription box with the planner included in it.

Suneera Madhani: Hi, everyone. Welcome to CEO School. This is your host, Suneera Madhani, and today I'm going to be talking about planning for the quarter. So we are only going to accomplish the things that we actually set out to accomplish. And since we are already in March, I cannot believe that we are in March 2021. Already, it is important that we assess how we've done for the year and to create tangible and attainable but exciting goals for the quarter ahead. And so I'm going to talk about our quarterly zoom out process that we have here at CEO school, and how you can apply it to your business, to your daily life, to your work life, and even to your home life. And really help you think through the things that are important so that you can really feel accomplished to actually tactically take on the challenges ahead, and at the end of the quarter look back and say, Hey, I really got shit done. And I actually was able to take a huge bite out of the goals that I created, and if not just fully accomplished them. So first, if you hadn't haven't done an exercise to really look at your year, and to say, hey, here are the things that I really intend to accomplish in the year, that is also really important for you to really zoom out of

your goals to say, okay, tangibly, what are the things that I want to do this year, and then really assessing them on a quarterly basis.

So if you haven't done a year long goal review, we did a workshop inside of the club at CEO School, which was super, super fun, but also a very just impactful exercise. And what we just went through was really for you to break out here are the things that I intend to accomplish this year. So it could be a revenue goal, it could be goals, major projects, so let's say it's, you know, saving up for something, for a big event, it could be a travel goal, it could be a personal goal that you have that you're going to read 12 books this year, I mean, it could really range. So your goals really do range based on your individual, what your goals are personal professional life, it's a really, write those goals out. And for you to really, to see, okay, hey, this is what I'm actually going to say I'm going to complete this this year. And then from there, we created that large goal into smaller bite sized tangible goals. And so let's talk about if it's revenue for your business, right. So if you're like, hey, I want to have a six figure business by the end of 2021, maybe you're just in launch phases, or you're just getting started. Maybe it's a savings goal. So if I'm talking about a business goal, maybe you could do it from a savings goal for those that are listening that are not entrepreneurs. But that also made me have savings goals, or a side hustle goal, whatever that is, you take that financial goal, and you're not going to get there overnight, you have to bite off that goal over the course of the year. So kind of think about it from that lens, and then we break it down into the individual quarters.

And what that does is a couple of different things. So first, if we're able to actually break down the goal, it feels more tangible, it feels like we're actually able to go bite that goal. And it since it feels attainable, we actually work harder, it actually works in reverse for our mind, versus having this really big goal that we're like, oh, we're never going to get to so we actually are so afraid that we don't even start on that goal, right. And so if we take that goal, and it's just mindset, it's just goal setting, it's just the way that our brain works to say, Okay, if I take that goal, I break it into this smaller chunk, then I'm gonna work harder for it, because I feel like it's reachable. And so that is our goal of doing this quarterly zoom out. And so we actually have the quarterly zoom out process, and we break it down even further into monthly goals into which, which is all in the planner, actually at the CEO school planner, which I will link below. But I'm going to show you the quarterly version, because it's March, and I've got to set our quarterly goals. And so what we do is the following. So first and foremost, you write out your needle movers. And so you're gonna write out, here's the page and you're gonna say, okay, for the month of March, April, and may, here are the big projects that I look to complete, and that could be an, a break. And if it's a six figure revenue, that is one of your goals. So for the quarter, you're going to say, Hey, I'm going to hit 15,000 in revenue for the quarter. So I want to have \$5,000 months to kind of get started on this goal. That's, that's my first step is to break past that \$5,000 mark, let's say and so you're gonna have a revenue goals a revenue goal, and you're gonna have for March, April and May for the revenue goal. Let's say it is a house project that you have, right? You're like, Hey, I really have been putting off mitt creating the guest room. It's a project that you know, we wanted to turn it we turned it. It's like a half gym. It's half Storage, it's half guestroom. And I really want to work on that, that could be a project of its own that you say, Okay, I'm going to do this project. And then in the month of April, and you place that placeholder in there, it could be a personal

goal, right. So it could be a fitness school, it could be a personal goal, it could be you investing in yourself, or some sort of leadership course, that you're taking a business course that you're taking, you know, whatever you're working on.

So whatever your quarterly plan is, you're going to write them down into project basis for those three months. And then once you decide, okay, here are my three projects, because we really believe in the roles of three. So I don't think that more than three your brain can pay attention to so try to have just three major goals, whatever those goals are. And from there, you're going to write down what your needle movers are for those three goals. And what a needle mover is, is, in order for you to hit, let's say, it's \$5,000, in revenue for the month, what is the needle mover that needs to take place? Maybe it is that you need to sign two new customers per month, that could be the needle mover for that goal. So it's not just as blanket number that you put out there hit \$5,000. What does that actually mean? What is the actual needle mover that needs to take place in order for you to achieve that goal. So let's say that in order for you to hit your \$5,000 a month, you must be able to bring on two new customers per month. And so you Right, so you literally create, here's my projects, but then you write out your main needle movers in order for you to accomplish that goal. And so that is how we do this setup of each of the different goals, you have each of the different goals, and you have each of the different needle movers for the goals, because I don't want you focusing on the goals, I actually want you focusing on the needle movers every single day. And that, my friends is how you like, not properly that is how we do our quarterly planning is breaking that project down breaking that goal down into attainable segments, and actually focusing on the items that move the needle to go accomplish that task. It's not the extra peripherals, because by the time that you're if you're just waiting on a \$5,000 revenue to head, you're like, Oh, I don't know how many sales I need to have. It's not saying I'm not saying that it might not happen, it could organically happen for you that you're naturally just having a great sales month, and that you're you're hitting two to three customers per month as projected.

But for me, if I know exactly what I need to do, to go get that goal done, that is how my goals get done. And that is how I do my quarterly planning. I do it every single quarter, and I break it down for my businesses. So I write it down. For Fattmerchant. Across the board, I break it down for CEO School and I break it down, you better believe it for my family, I break it down for say what are our financial goals as a family, we sit down and have those meetings, literally, I treat my life like I do my business. And this is what I want you guys to take away is how you can take these things, you don't have to be in business. If you want your life organized, if you want your house organized, if you want your you know, structure in place so that your life is at ease. It's all systems and this very simple system that we apply in business everyday breaking down your goals, apply it to the things that are important to you, in your life in your world in your house, your fitness goals, your mindset goals, the systems for your kids, it really has made such a huge difference and helping me kind of manage everything at hand, right, I'll share some personal goals with you. I mean, my personal goals, you know, outside of, obviously, growing a billion dollar company and making an impact. I mean, I want to, you know, we want to help you know, 1000 women get to the 2% Club, like that's a big goal, we, we're not going to get there

overnight. But this year, in particular, we've committed to 200 women, we want to double that right.

And so that is how we break that down. We break it down by the quarter. And then personally, some personal goals that I have is, you know, I want to be I want to be in a very happy state, I want to have systems in my life where I never have to do laundry again, that is a personal goal of mine. In order for me to get there. It's not just about hiring the help or getting the help. It's really systems that I have in place. And things about investing, like I'm very excited about investing in women entrepreneurs, and I want to have a portfolio and be and I've, you know, I've personally invested I've an investment group that I've started and it's really fun, but it's a lot of work and it takes time. And so I want to be able to create better systems around that so that I can have, you know, 100 investment deals I want to be able to have investments in you know, I probably have about 10 to 12 different investment deals now and I want to have more and I want to grow that portfolio when it comes To start up investing when it comes to real estate investing, all of these things are all going to take time. But it's all goal setting. And you have to be open with your goals. You have to talk about your goals and the first person that you need to talk to your goals about with are you and let's not create these blanket lists of here's like all the things I want in my life. And those are great, and those are great for journaling and forward manifestation. Let's actually tactically go down the list and say what do we need to do to achieve each and every single one of these goals? So I challenge you today. I know this was a longer Wine Down Wednesday to write out your goals for the quarter. And if you haven't done the exercise for writing down your goals, but particularly for the year, zoom out as much as you want. If you want to do a year plan a five year plan. Let me know what's on your plan and take every single quarter to go accomplish it. It's not going to happen overnight. Success is not happen overnight. It takes years and we're here for all of it. Cheers Happy Wine Down Wednesday.

Shannan Monson: Thank you so much for listening. We hope you enjoy the show. Follow us at CEO school on Instagram for show notes, inspiration and exclusive behind the scenes that you won't find anywhere else. We also have an absolutely incredible resource for you. It's the seven lessons we learned building million dollar businesses. These are complete game changers and we want to give it to you absolutely free. All you have to do is leave a review of the podcast, why you love the show, screenshot the review and email it to [Hello@ceoschoolpodcast.com](mailto>Hello@ceoschoolpodcast.com) and we'll send it your way.