Define your bold goal

When stepping into a new role, setting a new vision or plan, or in another significant moment of change, declaring a bold goal — a statement that captures the transformational results and impact you want to create in this chapter of your leadership.

This bold goal serves as your team or company's North Star, acting as the singular, urgent focus of all your work. It charts your path, inspires others to join the effort, and creates momentum behind the actions to achieve it.

Use a bold goal to help you:	Example:
Deliver something with speed	*Be the first...* + In 5 years, we'll be the first to offer coast-to-coast electric car charging capabilities on all major U.S. highways.
Accelerate the scale of your impact	*Achieve the most, improve X "problem" by Y% or Z#...* + By the end of 2028, we'll have created a path from land ownership to home ownership for 50,000 more families in Mexico, Guatemala, and Ecuador.
Take your team or company to the next level	*Set a new standard...* + In 18 months, our sales team will feel more energized and valued than ever before, so we can deliver the 20% YOY sales growth needed to achieve our company's 5-year plan. + Within 5 years, we'll double our revenue, double our impact with customers, and become the undisputed industry leader.
Impact your industry and / or the broader world	*Change the conversation, show path to a new way of doing things...* + By 2030, adult professional learners will be spending 1 billion hours each year on our platform reskilling for the new economy. + By 2032, we'll solidify the U.S. women's professional soccer league as the most successful and gender-equal league in the world — and in doing so, provide a playbook for how to elevate other women's sports around the world.

With your bold goal in place, you can:

Reorient your leaders, priorities, investments, infrastructure, and culture to ensure all of your efforts are focused on helping you collectively make your unique impact real.

What makes a bold goal?

Bold goals include two essential ingredients:

1 An outcome

A bold goal names **the intended results and impact** you want to drive from the totality of your effort and is **measurable** so you can track progress and know whether or not you've achieved it.

2 A deadline

A bold goal clearly defines the **timeframe or date** by which you'll achieve your desired outcome.

To be truly bold, bold goals should be:

✓ Ambitious

Your bold goal requires you to make a major leap forward, inventing new approaches and solutions to achieve it.

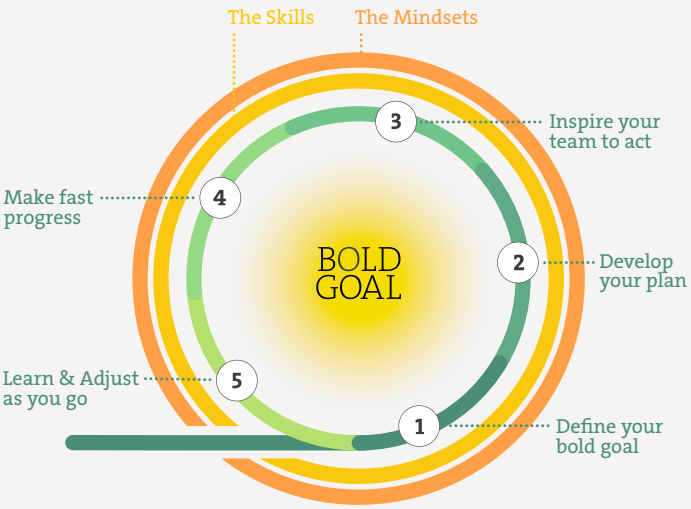
✓ Clear

It's unambiguous and vivid, so that everyone understands it and knows exactly what it means.

✓ Inspiring

It challenges you to dream bigger than you have before and do bigger things than you currently think might be possible.

Discover the Lead Brighter Leadership System



Defining your bold goal is Step 1 in our 5-step Lead Brighter® Leadership System®, a unique, proven approach to leading designed with everything you need to supercharge you and your team's ability to achieve transformational results and impact.

Identifying your bold goal and articulating it in a way that inspires your team is critical to drive outcomes. We can help you do it right. Reach out to hello@tournesolllc.com or learn more at leadbrighter.com.



Tournesol is a leadership consulting firm. We partner with CEOs, senior leaders, and their teams to drive transformational results and impact in significant moments of change using our unique, proven Lead Brighter® Leadership System®.

We're here to help you:

+ Set vision, create strategy, and develop your plan
+ Align leaders and teams through offsites, summits, town halls, and trainings
+ Identify and prepare teams to execute on key priorities and initiatives
+ Develop practices to accelerate progress against your plan and stay on track to deliver it
+ Create and execute cross-company change initiatives, innovation programs, and more

Connect with us at hello@tournesolllc.com

leadbrighter.com

© 2026 Tournesol, LLC | All rights reserved. Lead Brighter and Leadership System are federally registered trademarks owned by Tournesol, LLC.