



Wildly Important Goals

Battle the whirlwind with WIGs!

My Wig: _____

(Formula: From X to Y by When)

How I'm going to get there:

Lead Measures:

How I'm going to track my progress:

Lag Measures:



Remember WIGs are:

- Essential to your business's overall goal
- Challenging
- Achievable despite that challenge
- Measurable



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Start Date _____

Color in a shape for each week you move towards your wildly important goal through lead measures. Cross out the weeks you don't (stay accountable!).

Week 1 	Week 2 	Week 3 	Week 4 
Week 5 	Week 6 	Week 7 	Week 8 
Week 9 	Week 10 	Week 11 	Week 12 



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