

Target setting

It is important for any business to constantly set and review targets both for the business and the staff. Targets are essential to help increase business turnover, improve cash flow and provide incentives for therapists.

When setting targets the **SMART** principle is often applied, to ensure you achieve the results you want, quite simply this means that targets should be:

Specific - you are able to identify exactly what outcome you hope to achieve

Measurable - you are able to assess, by using a reliable monitoring system, if your objectives are being achieved

Attainable - you are setting objectives which are achievable given the ability of each individual, the time involved and any other constraints

Relevant - you must ensure that the objectives are important to the success of the business and relate to members of the organisation.

Time related - this requires a possible time limit or date for the expected achievement of the objective

Example of SMART targets

Sarah, the owner of Repose Health and Beauty Spa had sent Lynne her senior therapist on a training course in advanced skin care. She had invested several thousands of pounds in products, which she hoped to recoup as soon as possible to maintain a healthy cash flow. To achieve this she set targets for Lynne and these were to cover the cost of the new products and training (**specific**) within three months (**time related**). Lynne had persuaded Sarah to invest in the products and send her on the training course and Sarah agreed as she could see the benefits to her business (**relevant**) and also believed strongly in all her staff continuing their professional development (**relevant**). Sarah had been promoting the new treatment for three weeks prior to Lynne going on the training course. She already had advanced bookings resulting from a special offer on treatments and products for a limited period and Lynne's existing clients booking the treatment. (**attainable and measurable**).