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Setting up goals for year ahead

In previous years, Lucy Rosen, president of The Business Development Group Inc., a marketing and business development firm with offices in Garden City and Albuquerque, said she encouraged members of a women's networking group she runs to fill in handout sheets in January, outlining their business and professional goals for the coming year.

This year, she's moved the process online with "Goals Gone Wild." Her networking group members, and anyone else, can share goals and offer help to others on the site.

"I think people need support right now," said Rosen. Plus, being open about your goals makes it easier for others to help you, she added.



**Marketing executive
Lucy Rosen**

So far, Rosen and 19 other women have posted goals. In her case she's looking to increase billing in New York by 25 percent, increase billing in New Mexico by 15 percent and add six new chapters of the networking group she started, Women on the Fast Track. See www.womenonthefasttrack.com/2009_goals_page.htm

Here are other goal-setting basics from Andrea Feinberg, a business coach in Port Jefferson Station:

- Put it in writing, and be specific about what you want to happen and by when.
- Make it "real" by outlining the benefits, new opportunities that will come from meeting the goal, as well as the cost of not achieving it.
- Break the goal down into short-term action steps. What can be done this week? By the end of the month?
- Build support into the goal. What people will help you meet the goal?
- Plan a reward for when the goal is met.

— PATRICIA KITCHEN