

10-Year Impact Goal Distiller

Utilize this worksheet to choose a 10-Year Impact Goal for your company.



What is a 10-Year Impact Goal?

A 10-Year Impact Goal is the primary and specific outcome your company intends to actualize over the coming ten years.

A 10-Year Impact Goal is the intersection between:

- **Purpose** - The good you long to create in society – and with your constituents
- **Profit** - What you define as financial success in ten years

It's grounded in your **Core Purpose** and **Company Vision** and is an extension of all the stories you tell about your company. It is the pinnacle of what you stand for, what you want to create in the world over the next ten years, and what simultaneously brings financial harvest to the business.

Why Ten Years?

Ten years might seem like a long time, but the ten-year horizon is intentional.

- We often overestimate what we can achieve as a team in 12 or 24 months.
- Yet we underestimate what is possible in a decade.

By thinking in 10-year increments, we can envision and achieve far more for both the long-term and the short-term. This expansive view allows us to set clear, inspiring goals that drive meaningful progress.

Here Are Examples:

- EcoFresh Groceries (Sustainable Food Retail)

Goal: Our 10-year impact goal is to help 10 million customers access and enjoy sustainably sourced, organic food products that support both their health and the environment.

- EduTech Pioneers (Educational Technology)

Goal: Our 10-year impact goal is to help 5 million students achieve higher educational outcomes through personalized learning platforms that adapt to their unique learning styles.

- Health+Wellness Inc. (Healthcare Services)

Goal: Our 10-year impact goal is to help 2 million patients experience improved health and well-being through holistic and preventive care solutions that address the root causes of illness.

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- GreenBuild Construction (Sustainable Construction)

Goal: Our 10-year impact goal is to help 1 million homeowners actualize energy-efficient and sustainable homes, reducing their carbon footprint and energy costs.

- TechBridge Solutions (IT and Connectivity)

Goal: Our 10-year impact goal is to help 15 million users discover seamless connectivity and robust IT solutions that enhance productivity and innovation in their businesses.

- SafeTrek (Personal Safety Technology)

Goal: Our 10-year impact goal is to help 500,000 individuals feel safer and more secure by providing cutting-edge personal safety devices and technology.

- EmpowerHer Finance (Financial Services for Women)

Goal: Our 10-year impact goal is to help 3 million women achieve financial independence through tailored financial products and education that empower them to take control of their financial futures.

- RenewLife Energy (Renewable Energy Solutions)

Goal: Our 10-year impact goal is to help 20 million households transition to renewable energy sources, reducing reliance on fossil fuels and contributing to a cleaner, healthier planet.

Using this tool, you will be guided through the following steps:

- Part One – Explore the Impact You Crave
- Part Two – Select a 10-Year Impact Goal
- Part Three – Test, Edit & Finalize!

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PART ONE - EXPLORE THE IMPACT YOU CRAVE

Begin by connecting to your Core Purpose and Company Vision. Write them below so they are present in your consciousness.

Core Purpose:

100-Year Company Vision

Take a moment to breathe into your heart and allow yourself to explore the impact you long to bring to those you serve.

What is the impact you are longing to actualize through your business? What impact for others will simultaneously drive the financial security and profitability of your business? In the space below, explore options for possible long-term goals you may choose to select as your 10-Year Impact Goal.

1. What are your volume growth goals? Where does volume growth intersect with the impact you want to create? How many customers (people/businesses/communities) do you hope will achieve the desired results your company hopes to bring? Write down a few possible 10-year or more volume-based goals you would like your company to achieve.

EXAMPLES

- By 2030, we aim to double access to complex care nursing from 200 patients to 400 patients in the state of Connecticut.
- By 2035, we will help 1,000,000 households experience the beauty and pride of having glorious garden created from our responsibly sourced bulbs in their yards.

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2. What are the customer results you would like to see over the next 10+ years? What is the specific kind of impact that you would like to bring to your community or your customer? In what ways would you like to deepen the impact delivered to each of your customers? What is a specific, measurable outcome that you long for each of your customers to experience through your company? In this case, you would quantify the number of your customers who achieve the specific result. This approach is especially helpful if your aim is to spur innovation and excellence in demonstrating a result that will help you grow more customers. Explore possible goals that focus on customer results.

EXAMPLES

- By 2033, our goal is to have 10,000 customers using ABC software double their profitability within 12 months.
- By 2040, our goal is to help 1,000 women entrepreneurs apply for and receive angel investment funding.

PART TWO – SELECT A 10-YEAR IMPACT GOAL

Now that you have had the opportunity to explore possible long-term goals based on volume, customer results, linked social benefit, and desired internal transformation, consider these questions to help you home in on your Long-Term Impact Goal:

1. What are the top three specific, measurable results you most wish your company will achieve over the next 10 years? Identify three goals that resonate with your vision, align with your core purpose, achieve your desired impact scale, and secure the profitability you aim for over the next decade?

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2. Which of the three desired results would most inspire and move you and your team to overcome any challenge encountered in the days and years ahead? What goal will bring the most energy, enthusiasm, and excitement to your team, customers, and community?

3. Which of the three desired results, when achieved, will bring the greatest momentum for the company? Which result, when achieved, will make all other desired outcomes easier, or no longer necessary to accomplish?

4. Take a deep breath and draft a 10-Year Impact Goal. Write it down using this mad-lib...

By **[DATE]**, our 10-Year Impact Goal is to help **[INSERT NUMBER]** customers
experience/achieve/receive/discover/actualize
[INSERT SPECIFIC DESIRED RESULT/TRANSFORMATION].

By ____/____/____

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PART THREE – TEST, EDIT & FINALIZE!

Using the attributes below, test the Long-Term Goal selected in #4 above and make any changes or edits.

Key Attributes of an Inspiring Impact Goal:

YES	NO	IS IT TRUE FOR YOU? As you contemplate what your company’s impact goal might be, be sure to stay true to what is authentically important. An artificial connection between your company and a cause will not land on your community and produce its desired effect. Is it truly moving to you and your constituents?
YES	NO	IS IT TRANSFORMATIONAL? Does it speak to the transformation your customers, community, or society will receive?
YES	NO	IS IT EMBEDDED IN YOUR VISION? Your impact goal must be front and center in the Vision you wrote for your company. It should represent a first big milestone in completing the vision.
YES	NO	WILL IT MATTER FOR TEN YEARS? <u>Will this goal truly matter and continue to fuel the inner fire of you and your team for ten years?</u>
YES	NO	CONCURRENT WITH DESIRED PROFITABILITY? Will achieving this goal mean your company has achieved the desired 10-year profitability you envision for your company?
YES	NO	IS IT SPECIFIC? It needs to be crystal clear what you are trying to achieve. It must pass The Mt. Everest Test. In other words, if your goal is to climb Mt. Everest, then everyone on the team is absolutely clear about what you are trying to accomplish. We will know when we have achieved that goal because we will stand on the summit together and take a photo and everyone will agree we did it. Is your impact goal clear like Mt. Everest?
YES	NO	IS IT MEASURABLE? Your goal needs to be quantifiable in some way. With Mt. Everest, you could measure how far from base camp you’ve already traveled and how much further there is to go. There needs to be an implicit method to track progress. Is there a way to track progress to your goal?
YES	NO	IS IT ACHIEVABLE WITH GREATNESS? Your impact goal will be a stretch, but definitely within the realm of possible. It will feel 80% achievable. Completing it will require innovation, teamwork, building systems that are not currently in place, and everyone needing to grow and evolve to get there.
YES	NO	IS IT RESONANT? It needs to resonate with your values, purpose, vision, and company stories. It needs to connect to the hearts and minds of your most important constituents: customers and team members.
YES	NO	IS IT TIME-BOUND? At inception, your impact goal should sit at least ten years out on the horizon. Be sure to define what that timeline is. Rather than saying, “Our ten year goal is...” say “Our goal is to achieve.... by 2035.” Give it a date by which you intend to achieve the result.

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In the space below, simply re-write your final 10-Year Impact Goal. Declare it complete! (At least for now! Remember you will have plenty of opportunities to refine it later.) Go ahead and write your 10-Year Impact Goal below:

Congratulations! You've created your 10-Year Impact Goal! Whether it's a first draft or you keep it for ten years, consider it a huge moment of victory! Write it on your [4-Page Growth Plan™](#) now, and feel the excitement of clarity and progress!



Order the Book

- The Force for Good (FFG) System™ is designed to amplify scale, profit, and cash flow through alignment of purpose, values, and vision.
- It is a transformational flywheel accelerating the vision and success of your company.
- The tool above is part of the Force for Good System™ shared in the book.
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Growth Accelerator

- Step-by-step guidance to install the elevated system of perpetual growth.
- The flywheel to help you and your team accelerate:
 1. **Impact** – The good your business brings to the world
 2. **Scale** – Your company purpose actualized at the level you envision.
 3. **Profit** – Ensuring sustainability and prosperity for all stakeholders.

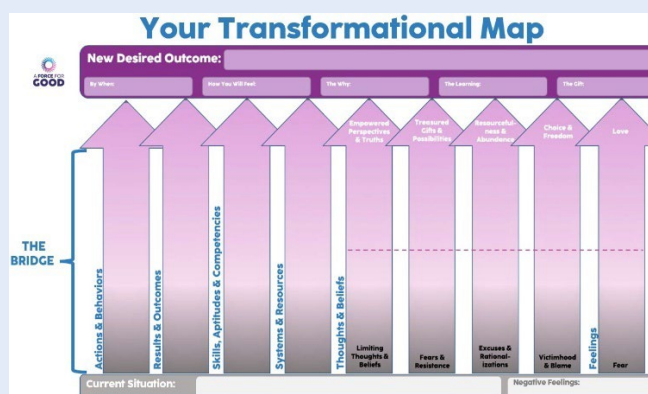
www.aforceforgood.biz/accelerator



The *Three Essential Tools* of the Force for Good System™

- The **4-Page Growth Plan™** restores your power as a leader. It reminds you that you and your team already have what you need to take the next brave step.
- In four pages is everything you need to know to unlock the puzzle of growth in your business.
- The visual summary of the Transformational Flywheel, customized for your company.

[Download 4-Page Growth Plan™](#)



- Your **Transformational Map** helps teams grow – from inside out.
- Growth requires change. The map unlocks the hidden, unconscious reasons why we resist change.
- Helps you step into your role as a Transformational Leader.
- Each business breakthrough becomes a path to both business growth -- and personal growth for leaders and teams.

[Download Trasformational Map](#)

- The **Seven Rituals of Innovation™** spin the transformational flywheel of your business.
- Specific daily, weekly, monthly, quarterly, and annual rituals together with your team.
- Redirecting you and your team back to what is most important, these moments accelerate the path to your vision.

[Download the Seven Rituals of Innovation™ Handbook](#)

