

The Visual Goal Canvas

Title

WHY

WHY do you wish to achieve your goal?
What is the purpose?
Why is it worth your time and energy?
Why do this one thing and not something else?

WHAT

WHAT is your goal?
What do you hope to achieve?
What are you aiming for?
What is your one hope?

HOW

HOW will you reach your goal?
What activities/tasks will help you get there?
How will you stay on track?

WHO

WHO do you need to achieve your goal?
Who manages the journey?
Who else might you need on board?

HOW MUCH

What is the size of your goal?
How many parts is your goal made up of?
How might you prioritise these parts?

WHERE

WHERE will you start?
What resources/skills/network/partnerships
do you have in place?

WHEN

WHEN do you hope to achieve your goal?
What is your time-frame?
What might be some of the important checkpoints along your journey?

