

A man and a woman in business attire are looking at documents and a tablet on a desk. The man is on the left, leaning over the desk, and the woman is on the right, looking at the documents. The background is a bright, modern office setting.

BUSINESS PRIORITIES WORKBOOK

FOR 2023



Understanding Your Goals and Values
to Guide Your Business Decisions

Kirchner
Marketing
LLC

A photograph of a spiral-bound notebook with 'Business Plan' written on the cover, a pen, and several paper clips on a desk. A blue semi-transparent rectangle is overlaid on the notebook.

Defining Your Business Priorities

FOR A SUCCESSFUL 2023

As we enter 2023, it's essential to take a moment to reflect on our priorities. What are the most important things to us, and how can we align our actions and decisions with those values?

Without clear priorities, creating a plan and strategy that will help us reach our goals can be challenging. As Steven Covey famously said, "The main thing is to keep the main thing the main thing."

That's why we've created this business priorities workbook - to help you define your priorities and stay focused on the things that matter most to you.

Let's dive in and determine your main priorities for the year ahead!

You've got this!

Darla



“If the rocks don’t go in first,
they aren’t going to fit in later.”

Stephen R. Covey

Big Rocks: Highest priority and tasks

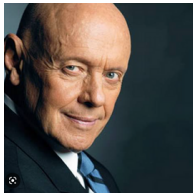
Prioritize tasks that are important for your role and expertise and that add value to your team and company. Consider your strengths, skills, and capabilities when deciding where to focus your time.

Pebbles: Less urgent or important priorities or task

Identify tasks that are important but not as high priority as your "big rocks," or main focus areas.

Sand: Unimportant projects and tasks

Pinpoint tasks that seem urgent but not essential as they distract you from your main focus areas.



1: WATCH STEPHEN COVEY'S VIDEO



2: ANSWER THE QUESTIONS BELOW



3: CELEBRATE REACHING YOUR GOALS



Life Questions to Ask Yourself

Life priorities have a significant impact on one's business. They can shape the values and goals of a company, as well as the decisions made daily. Below are five valuable questions from [Mel Robbins](#) I ask myself to clarify and plan.

Take 10 minutes to ask yourself these questions.

1

What are the people, experiences and commitments that triggered positive feelings, energy and memories for you in 2022?

2

What are the people, experiences and commitments that triggered negative feelings, energy and memories for you in 2022?



Life Questions to Ask Yourself

3

What are the biggest lessons you learned this year?

4

What do you want to do more of in 2023?

5

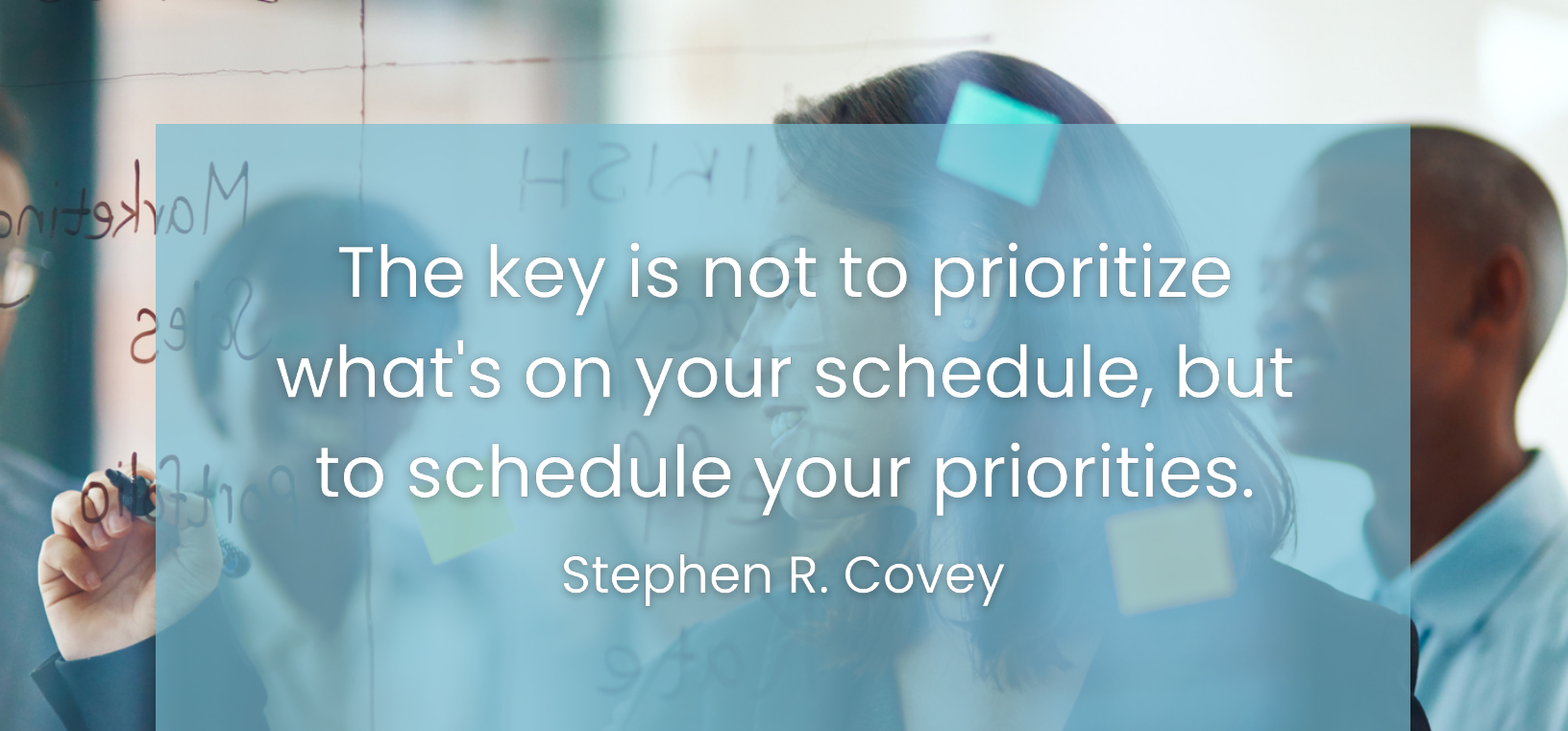
What is one thing you're scared to commit to doing because you don't think it will happen?



Questions to Ask Yourself

Where do I currently spend most of my time in my business?
Use the space below to write your answers.

-
-
-
-
-
-
-
-
-



The key is not to prioritize
what's on your schedule, but
to schedule your priorities.

Stephen R. Covey

Questions to Ask Yourself

What are the **top 3 priorities** in growing my business right now?
Use the space below to write your answers.

Three large, empty rectangular boxes stacked vertically, intended for writing answers to the question above.



The main thing is to keep the
main thing the main thing.

Stephen R. Covey

Questions to Ask Yourself

Use the space below to write your answers.

What needs to change?

What are the biggest things that zaps my time and energy?



Action expresses priorities.

Mahatma Gandhi

Questions to Ask Yourself

Use the space below to write your answers.

What ONE thing is MOST IMPORTANT to me NOW in my business?

What will I commit to doing this year to change in my business?

MY 2023 PRIORITY GOALS AND STRATEGIES

Use the space below to write your answers.

Goal

Strategies

Goal

Strategies

Goal

Strategies

Goal

Strategies

Maximize Your Reach and Impact with the Support of My Marketing Brain



Expert and Compassionate Marketing Guidance to Help You Stand Out with Customized Strategies and Insights.

- Messaging
- Marketing
- Communications
- Strategy
- Website review
- Social Media

Get on track for a successful year with our 90-minute goal-setting session.

You'll leave with clarity, confidence, and a recording of the session, plus any additional notes to help you stay on track. Take advantage of this opportunity to set your business up to thrive!

[Book a "Borrow My Brain" Session](#)

Kirchner Marketing LLC

Guiding businesses to be found online by the
right people so they can grow without
stressing, wasting time, or money.



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