

Find your BHAG*

Big Hairy Audacious Goals (BHAGs) have four characteristics:

- They're so big that they seem a bit pie in the sky.
- They will take multiple years to achieve.
- When you set your BHAG, you won't yet know the details of how to accomplish it.
- The goal is specific enough that you and everyone else will know if you achieve it.

BHAG Examples:

Heinz: To be the world's premier food company, offering nutritious, superior tasting foods to people everywhere.

JFK: Get a man on the moon

Amazon: Build a place where people can come to find and discover anything they might want to buy online.

Little Pim: Transform how young children are learning languages around the world

Million Dollar Women: one million women get to \$1M in revenues by 2020

What is Your BHAG?

*From "Good to Great" by Jim Collins