

Mirror Reflection

R.A.D.A Goal and Action Planning

Reflection Worksheet

R.A.D.A Goal and Action Planning Framework

A Glance Back

We're going to start by looking at how your herbal business has been performing to date.

This is a critical step because it allows you to see your current position and recent course so that you can make informed decisions about where to navigate next.

Think of this as the video replay of a professional dancer, as part of their training review. They might *feel* a certain way as they are dancing in the moment, but when they take a step back and see the way they dance as an outsider, they get to view their performance as an outsider does.

A new perspective can be very enlightening.

You can do the same for your herbal business... and that's exactly what we're about to do!

Initial Insights

What were the biggest accomplishments for your business in the past year?

What did you do really well this year? What contributed to that success?

What is something that you know you could have done better this year?

What are the most significant lessons you learned in the past year?

Did you miss any great opportunities in the past year? If so, what were they?



How do you FEEL about your business overall right now?

How would you sum up this year in one word?

Digging Into The Data

Products

What were your best selling products or services?

Product	Profit / Product



Did you formulate or introduce any new products this year? If so, how did it go?

Are there any products or services that didn't work well this year? Why?

Financials

What was your total revenue?

What were your total expenses?

What was your total profit?

On a scale from 1-10, how happy are you with this?

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10



Marketing

Which marketing channels were most successful for you?

Facebook, Instagram, Pinterest, Twitter, Youtube, Email, LinkedIn, Blog, SEO, word of mouth etc.

Channel	% Sales Made (approx.)

Do you have a follow up system to re-engage previous customers? How did that go?

Are there any marketing channels that didn't work well this year? Why?

Operations

Do you have adequate records for Good Manufacturing Practices (GMPs)?

Do you have an adequate quality control system?

Do you have an adequate stock and product holding system?



Time and Wellbeing

How much time per week did you spend on your business? Are you happy with this?

What brought you the most joy in your business?

Change

What do you want to STOP next year?



What do you want to do MORE next year?

What do you want to do LESS next year?