# Goal Formula
(One Sheet for each Account)

Company Name:

Loaned Executive Name:

ECC Name:

## Goal Formula

1. Determine the potential:

Gross Annual Payroll is $_____
Multiplied by 0.006 x.006
Equals our **potential** =_____

2. Then, determine how well the account did last year.

Last year, we raised ---------- $_____
Divided by our **potential** ---- ÷_____
Equals the percent of our
Potential achieved ---------- =_____%

3. Now, decide what the goal will be this year.

- ❑ We will reach for our potential.
  Our goal is $_____!

-OR-

- ❑ We will strive to raise _____ percent of our potential. That's _____ percent more than last year.

  Our goal is $_____!