

Ambition to Achievement: Goal Setting that Works! Webinar

Thank you for joining us!

The webinar will begin momentarily.

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Ambition to Achievement: Goal Setting that Works!

Presented by: Joanne Eriaku

January 15th , 2025



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AMBITION TO
ACHIEVEMENT
MASTERCCLASS

LED BY **OPAROS CONSULTING**



MEET YOUR GUIDE

JOANNE ERIAKU

Chief Consultant at Oparos
Consulting

Founder of The Venture Operating
System

Serial Entrepreneur



Today's Journey

01

The Ambition Trap

Key Foundational Context

02

The Business Goal Engine

Ambition to Achievement

03

Real World Application

Live Demonstration

Let Us Begin

01 | **The Ambition Trap**
Key Foundational Context

02 | **The Business Goal Engine**
Ambition to Achievement

03 | **Real World Application**
Live Demonstration



THE
AMBITION

TRAP

DISCUSSION



WHY DO
AMBITIONS
FAIL????



01

Over focus on outcomes without understanding inputs.

02

Goals that lack alignment with resources, systems and structure.

03

Mistaking busyness for progress.

01

OVERFOCUS ON
OUTCOMES

WITHOUT UNDERSTANDING
INPUTS

What you want to Achieve

DOUBLE MONTHLY SALES

OUTCOMES

What you'll produce

MORE LEADS, MORE CONVERSIONS

OUTPUTS

What you'll do

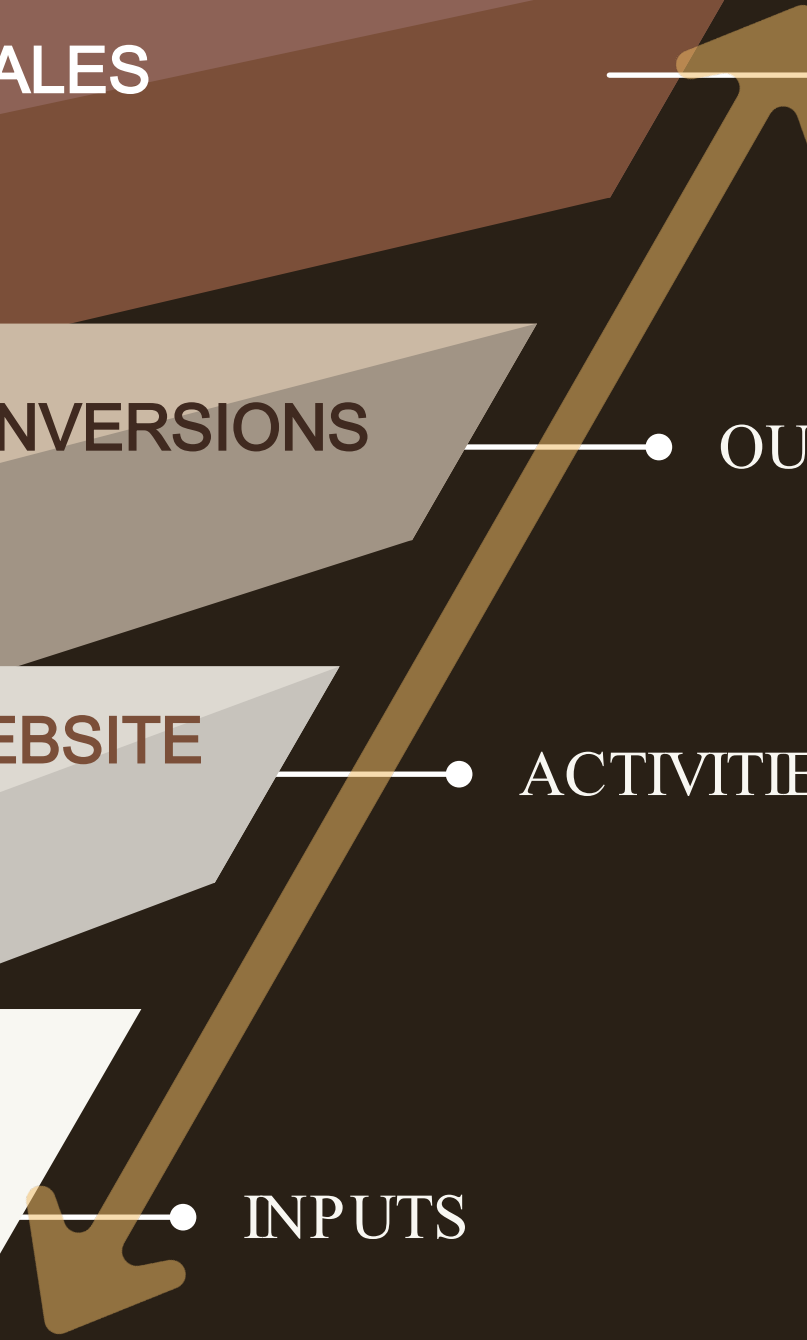
RUN ADS, OPTIMIZE WEBSITE

ACTIVITIES

What you'll need

**Engaging Content
CRM Software
Team Sales
Training**

INPUTS



AMBITION (OUTCOME)	OUTPUTS	ACTIVITIES	INPUTS
Attain MWBE Certification	All required documents successfully submitted	Research Requirements, collect necessary documentation	Guidance from an advisor, time to learn
Attain Break even status	Improved Margins	Analyze costs to determine break-even point. Identify cost cutting opportunities.	Financial/ transaction data
Launch a new business	Minimum viable product developed and deployed	Market research, register company,	Concept, capital, time

LACK OF
ALIGNMENT

WITH RESOURCES,
SYSTEMS, STRUCTURES

GOALS ARE THE DIRECTION

SYSTEMS ARE THE ENGINE



A close-up photograph of a light-colored wooden board with several circular holes. A rectangular wooden block is wedged into one of the holes, protruding significantly. The wood grain is clearly visible on both the board and the block. The lighting is warm, creating soft shadows and highlights on the wood surfaces.

**SETTING
GOALS
MISALIGNED
WITH
CAPABILITY**

“

**You do not rise to the level of your goals,
you fall to the level of your systems.**

James Clear - Atomic Habits Book

YOU CAN DREAM IT

BUT WITHOUT THE
FUEL TO DRIVE IT

YOUR DREAMS WILL NEVER
LEAVE THE DRIVEWAY



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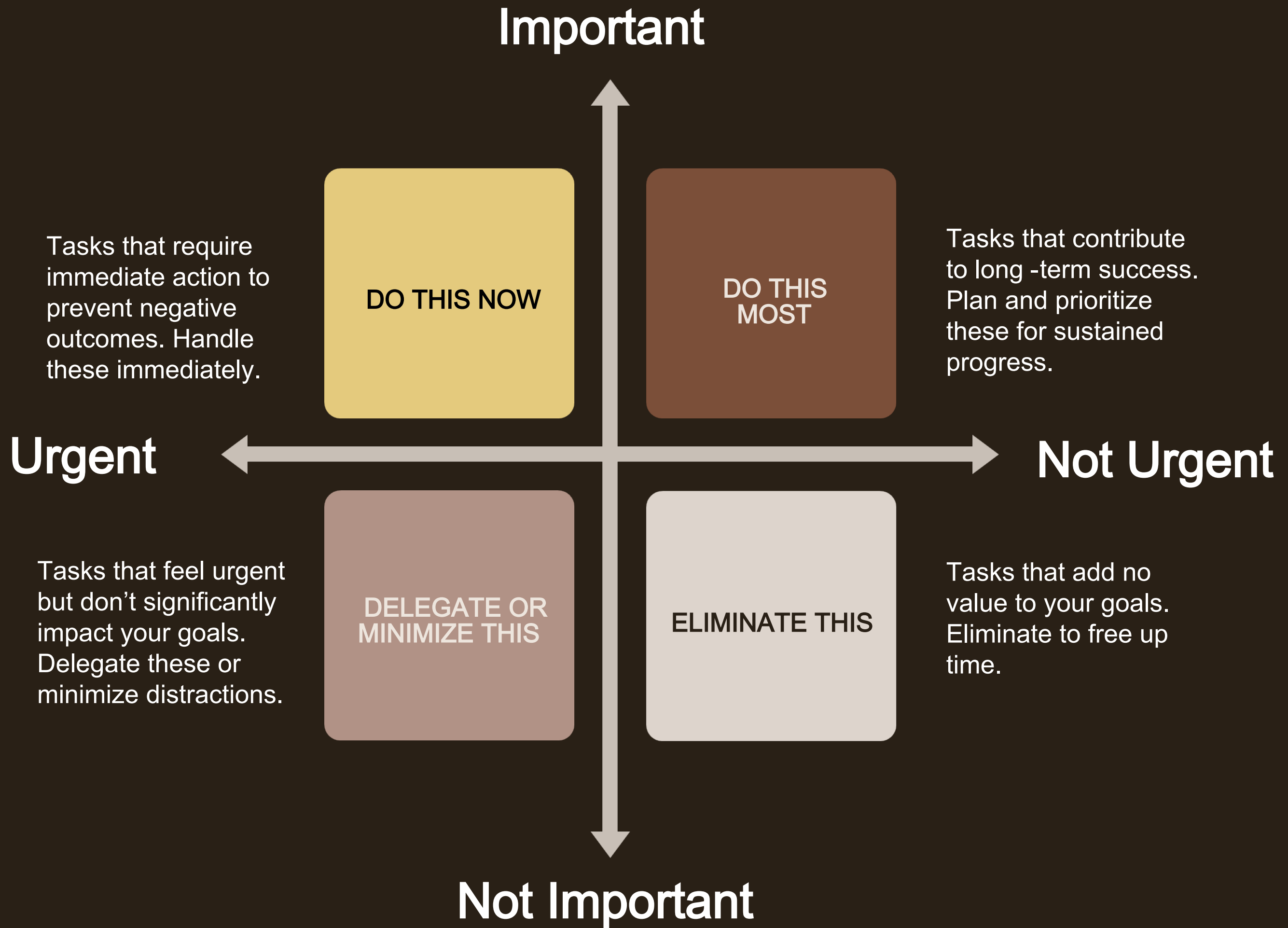


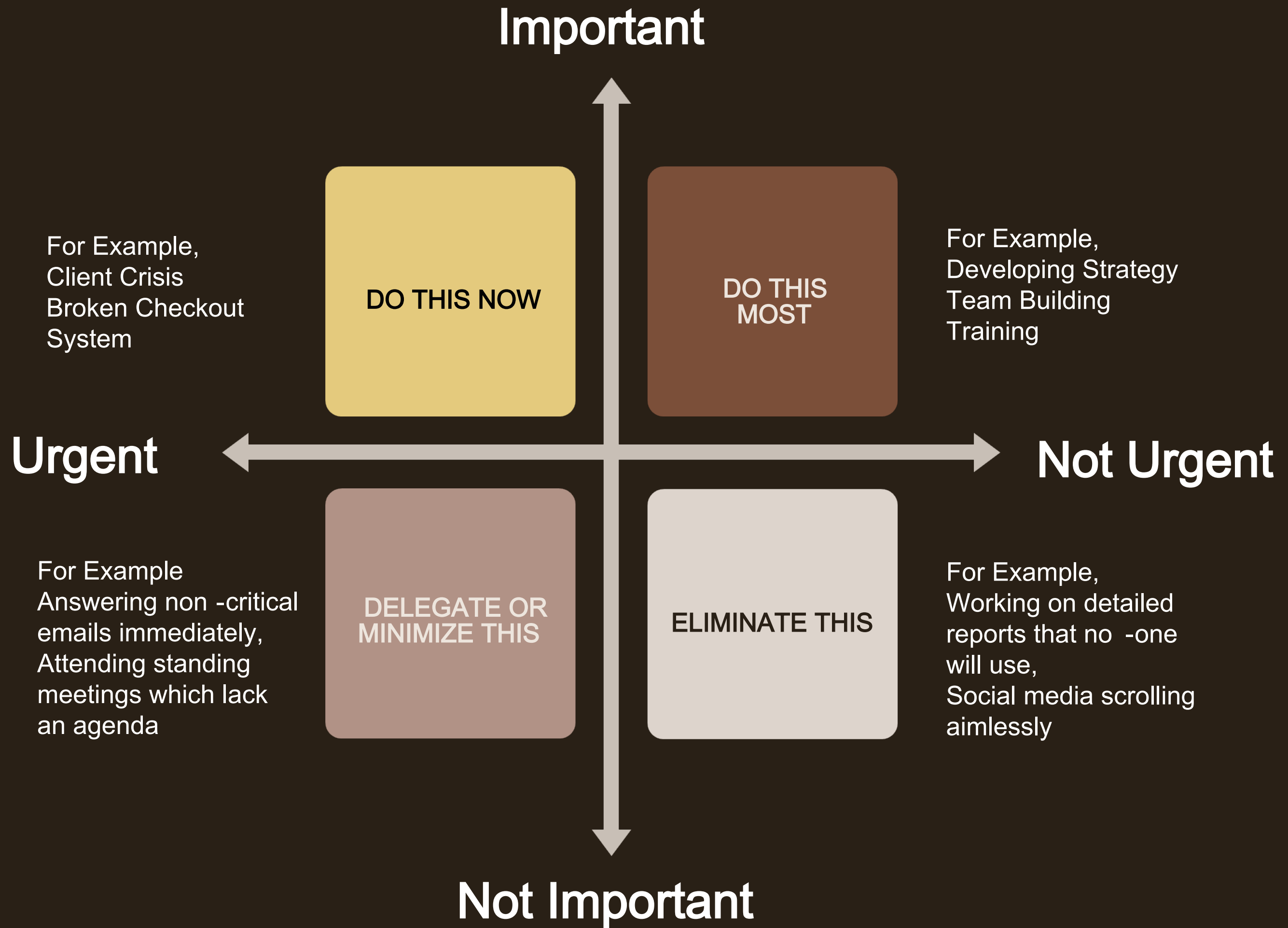
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MISTAKING
BUSYNESS

03

FOR **PROGRESS**







Busyness happens when we focus on what feels urgent rather than what's truly important. Progress happens when we prioritize the right tasks.

Joanne Eriaku

**If you're always putting out fires, it's because
you forgot to fireproof**



Let Us Rebuild

01

The Ambition Trap

Key Foundational Context

02

The Business Goal Engine

Ambition to Achievement

03

Real World Application

Live Demonstration



Ambition

Achievement



Business Goals Engine



Ambition

Achievement

Define The Ultimate Goal

01

Prioritize Where to Focus

02

Clarify How to Succeed

03

Define What's Needed

04

How Will you know it's working?

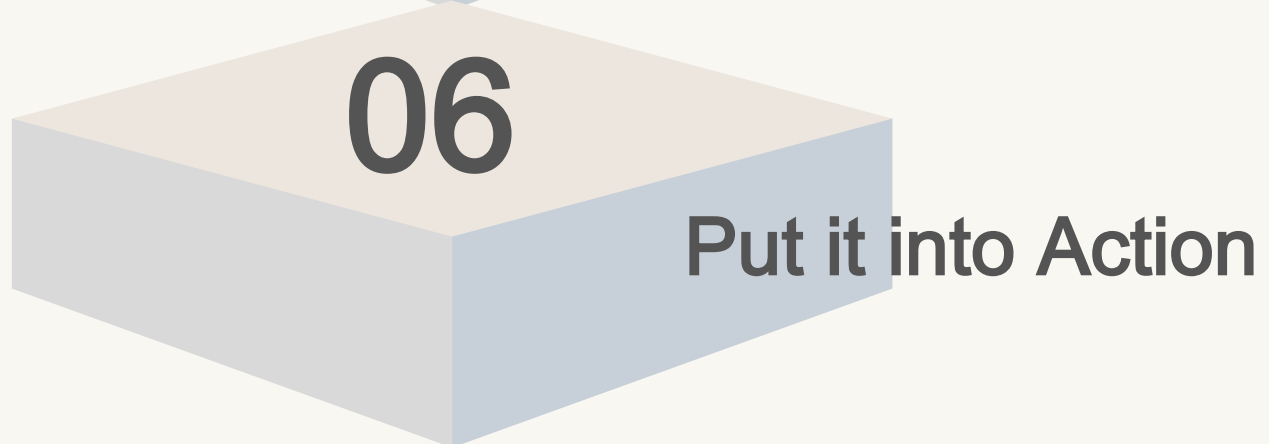
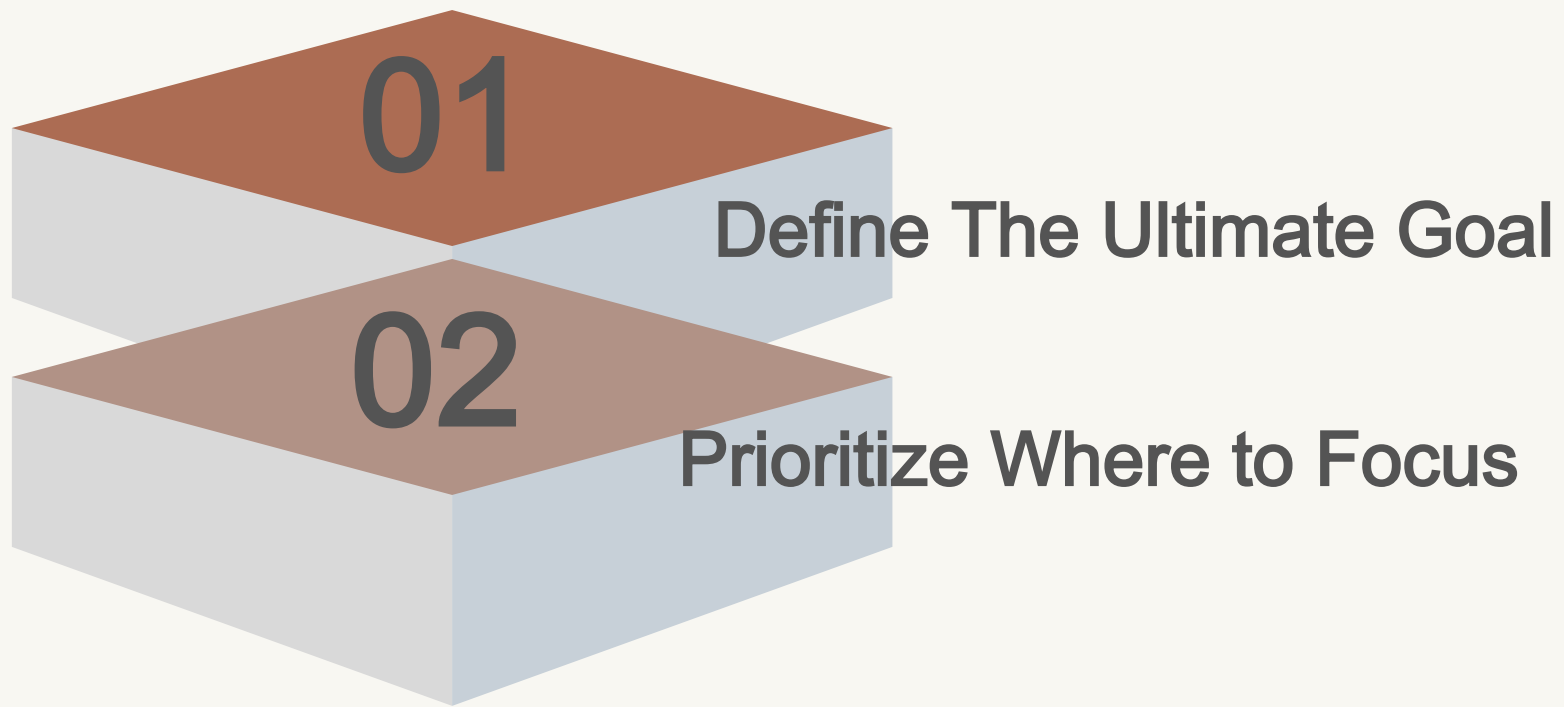
05

Put it into Action

06

Introducing
The
Business
Goal
Engine





} **Strategy Layer**

} **Operations Layer**

} **Execution Layer**

Define The Goal



What does success look like?

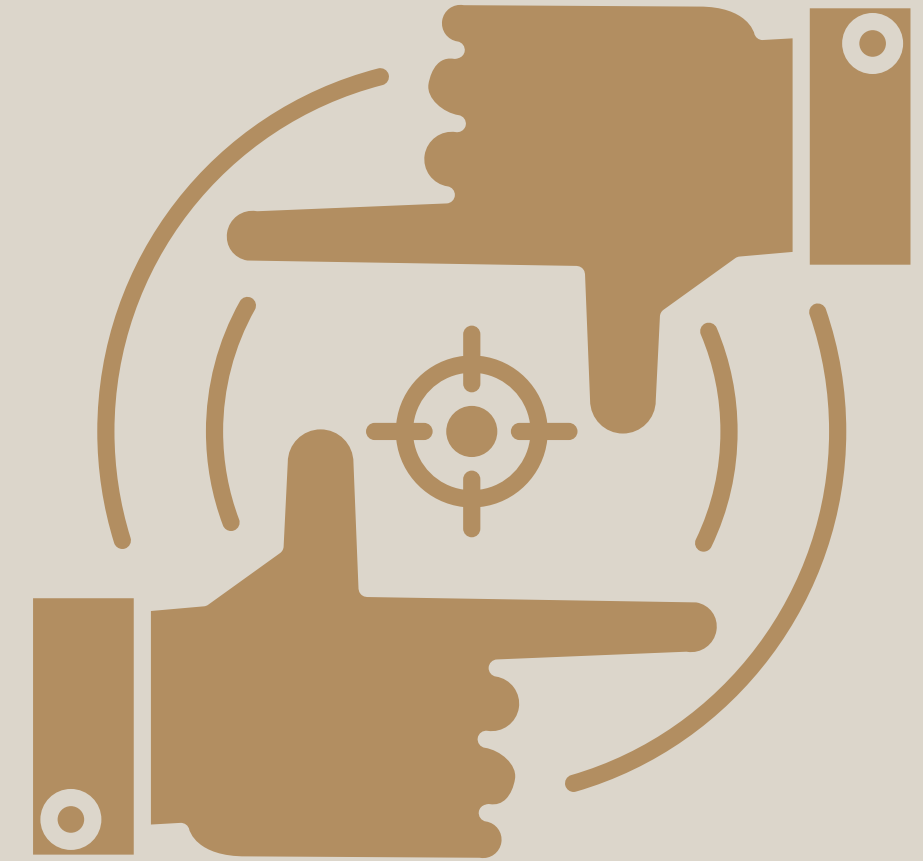


This sets the aspiration for the whole engine



Is it clear and directional? Does it motivate and energize?

Prioritize Your Focus



Be more specific, more niche



Where will you focus your energy?



Saying no to distractions is as important as saying yes to opportunities

Clarify the “How”



What exactly is the method?



The core formula, or capabilities at play



Is it actionable and precise? Can you deliver on it?

What's Needed?



- ✓ What would have to be true?
- ✓ What tools, resources & systems are needed?
- ✓ What gaps can we proactively address?

How Will You Measure Progress?



- ✓ How will you know its working? (or not?)
- ✓ What metrics are actionable vs vanity?
- ✓ What keeps you honest to pivot or persevere? What accountabilities are in place?

Launch into Action



This is about momentum



Clarify who is responsible for what & when



What do you need to be doing today to matter to that goal?

Let's Get Real

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Live Demonstration

Live



(Volunteer Anyone?)

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THANK YOU!

CONNECT@THEVENTUREOS.COM

Questions?



NDI Small Business Hub Programs (Slide 1 of 2)

Inclusive Ventures: 21st Century Strategies for Entrepreneurs with Disabilities

- 5-year grant funded program that began October 1, 2024, and will support the following:
 - State Vocational Rehabilitation agencies seeking to update policies on supporting small business start-up and development
 - State Vocational Rehabilitation counselors needing additional training and increased confidence in supporting self-employment plans
 - Disability employment services providers looking to expand or increase their support of self-employment ventures
 - Entrepreneurial Support Organizations seeking more inclusive practices to support individuals with disabilities
 - Entrepreneurs with disabilities at any stage of the business life cycle

NDI Small Business Hub Programs (Slide 2 of 2)

- Are you an aspiring entrepreneur or existing business owner with a disability wanting help to START, BUILD and GROW your business? Visit DisabilitySmallBusiness.org for more information, upcoming events and resources.
- Are you a Maryland based business owner in a tech related industry? [Learn more](#) about the Growth Accelerator Fund Competition (GAFC) project and get connected.
- Visit our Streaming TV channel for informational and motivational content for disability owned small businesses at DisabilityOwned.com.
- Access training, mentoring, business coaching, and \$10,000 grant opportunities through our partnership with Verizon Small Business Digital Ready. [Register now!](#)
- Want to “Stay In The Know” about NDI’s small business hub? Join our [mailing list!](#)

Upcoming Events

Webinar: [Filing a Tax Return for your Business, Tax Tips for the Self-Employed](#)

Presented by: Talibah Bayles, TMB Tax and Financial Services

Wednesday, February 12, 2025, 2:00 – 3:30pm ET





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