

SMART + HARD Goal-Setting to Empower Small Businesses

Turnkey Strategic Relations Launches Blog on SMART + HARD Goal-Setting to Empower Small Businesses During National Small Business Week



San Diego, California May 5, 2025 ([Issuewire.com](https://www.issuewire.com)) - As National Small Business Week celebrates the resilience and innovation of America's entrepreneurs, Turnkey Strategic Relations announces the launch of its new blog, [Goal-Setting That Actually Works: SMART + HARD with a Human-Centric Twist](#). This timely resource, rooted in Turnkey's proven P.A.C.E.™ framework (Performance, Alignment, Clarity, Execution), offers small businesses a transformative approach to goal-setting that drives engagement, alignment, and results.

Led by President and CEO Jim Ponder, Turnkey's vision is to empower organizations to unlock their potential through leadership and strategic systems. With over 25 years as an entrepreneur and a passion for high-performance cultures, Ponder developed the SMART + HARD framework to address a critical gap in traditional goal-setting. "Too often, goals are set with structure but lack soul," Ponder said. "SMART goals provide clarity, but HARD goals—Heartfelt, Animated, Required, Difficult—bring purpose. By adding a human-centric twist, we connect goals to people and strategy, creating cultures where teams thrive."

Turnkey Strategic Relations outlines how SMART (Specific, Measurable, Achievable, Relevant, Time-bound) and HARD goals work together to overcome the rigidity of conventional models. It emphasizes the human element, ensuring every team member understands their role in the broader mission. Practical steps, such as starting with a clear "why" and celebrating purpose-driven wins, make the framework accessible for small businesses navigating growth challenges.

National Small Business Week, spotlighting the 33 million small businesses that employ nearly 60 million Americans, is the perfect moment for this launch. “Small businesses are the backbone of our economy, but they face unique pressures,” Ponder noted. “Our SMART + HARD approach, powered by P.A.C.E.™, helps them align teams, clarify priorities, and execute with precision, turning ambitious goals into reality.”

Turnkey’s track record speaks for itself. A construction firm, implemented SMART + HARD goals through [Turnkey’s Organizational Performance System \(OPS\)](#). Within months, project delivery times improved, team morale soared, and client satisfaction reached new heights. This success underscores the framework’s ability to deliver measurable results while fostering a culture of purpose and pride.

The blog launch marks a milestone in Turnkey’s mission to support organizations across industries, from construction to technology. It builds on the success of the *P.A.C.E. Unlocked* podcast, where Ponder and Chief Implementation Officer Kelly Mayberry share insights on leadership and performance. Our upcoming episode, releases on May 16th, will dive deeper into SMART + HARD goal-setting, offering actionable strategies for business leaders.

“National Small Business Week is a call to action,” Ponder added. “We’re equipping small businesses with tools to not just survive but thrive. Our newest blog is a blueprint for setting goals that inspire and sustain momentum.”

Business media and small business leaders are invited to explore [Turnkey Strategic Relations](#) and listen to the [P.A.C.E. Unlocked podcast](#) for practical insights. For interviews with Jim Ponder or Kelly Mayberry and to learn how Turnkey’s solutions can transform your organization, contact:

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About Turnkey Strategic Relations LLC.

Founded in 2007 by Jim Ponder, Turnkey Strategic Relations partners with organizations to unlock potential through leadership, strategy, and systems. Serving industries like construction, technology, and pharmaceuticals, Turnkey’s P.A.C.E.™ framework drives performance, alignment, clarity, and execution. With a mission to build high-performance cultures, Turnkey empowers teams to achieve sustainable growth and extraordinary results.



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