

# Goal Setting: A Special Report

## A Goal Setting Process That Works . . . and It's Fun

Goal setting has become one of the most time-tested and proven processes for bringing about both business and personal, success. More than simply having goals in mind, it is the process of putting your goals in writing that will provide you with a roadmap to success. In fact, research shows that people with written goals accomplish more and achieve a higher level of success throughout their lifetimes than those who have no written goals.

I think we can all agree that having goals is a good thing and that having written goals is even better. While having goals in writing is without a doubt the best place to begin, simply taking the time to think through one's goals and going through the important process of writing them down is not enough. There's still a little more work to be done to help insure the achievement of those goals. Let's take a look at the entire process.

1. **All goals must be personal.** You have a much better chance of finding success when achieving goals that are important to you than you do working to achieve goals that are important to others. When you put your list of goals together, be honest with yourself about the level of importance each has for you personally. Only include those that are very important to you. When other items on your wish list achieve the "very important" status, they too can be added to your list of written goals.
2. **Always have a compelling reason for wanting to achieve your goals.** The WHY is always more important than the WHAT and the HOW. Ask yourself why you want to achieve your goals. What are the negative consequences of not achieving them? What are the positive consequences of achieving them? A very strong and very important WHY will greatly increase the chances of achievement.
3. **Believe that your goals are achievable.** Napoleon Hill, the author of Think and Grow Rich said, "*Whatever you can conceive and believe you can achieve.*" If you don't truly, deep down inside, believe that a goal is achievable you won't ever achieve it. If you have a big wish or a big dream that you don't really believe you can accomplish, don't give up on it. Keep wishing and keep following your dreams. Set an important goal that relates to your wish that you know you can achieve and start there. Once you have that success under your belt you will be more likely to believe that you can achieve a bigger, more important goal on the way to fulfilling your dream. Believe and you can achieve.

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4. **Determine what might be standing in the way of achieving your goals.** What are the barriers you have to overcome? Once you have identified the barriers, develop a plan to overcome them. One definition of failure is “action without thinking.” Moving ahead without a plan greatly decreases your chances of success. Clearly define what you want to achieve and create a clearly designed plan to help get you there. Then, stick to the plan.
5. **Determine everything you’ll need to help you achieve your goals.** Do you need information? Training? Specific knowledge? Support? Equipment? Anything else? Once you know what you need, incorporate those things into your plan.
6. **Establish a timeframe for achieving your goals.** It’s extremely important to have a deadline for achieving each of your goals. Always set a deadline and make sure it’s realistic. I once read “there are no unrealistic goals, only unrealistic timeframes.” I believe this to be true. We have a tendency to think we can accomplish things much faster than we actually can. When you determine a deadline that you believe to be valid, add about 40% to 50% more time to that deadline. Allow for Murphy’s Law. It’s always better to under-promise and over-deliver, even on your own deadlines.
7. **Establish accountability for achieving your goals.** Even though we may be very responsible, we all have a tendency to do better when we know someone else is checking in on us to make sure we’re on track. To help you achieve your goals, arrange for someone to hold you accountable. Be very careful when choosing who will help you. Pick someone who has your best interests at heart. Be certain to choose someone who will positively support your efforts. It’s great to have the support of those who truly want you to succeed.
8. **Never give up.** If your goals are very important to you and you have very compelling reasons to achieve them, why would you give up? To keep them in the forefront of your thinking read them many times every day. This process helps to maintain something called top of mind awareness. Reading them aloud as often as possible is even better.

Set up multiple, visible reminders. Use words and use pictures. Use all the reminders you can to incorporate your goals into your thought process. Use your mind as well. Visualization is a powerful tool. Picture yourself as though you’ve already achieved your goals. Behave as though you have already achieved them. It may be helpful to use sensory perception – what does your goal look like, feel like, smell like, sound like, and taste like? The more forces you can bring into to play the quicker you’ll achieve your

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goals. As the saying goes, "It doesn't matter how many times you fall, it's how many times you get back up." Keep your goals in sight and keep working your plan to achieve them, no matter what.

9. **Be realistic when defining your goals.** Don't bite off more than you can chew. Being overly ambitious can lead to frustration, which may in turn cause you to sabotage the very goals that you so deserve and desire to achieve. Pick one goal or pick as many as you truly believe you can honestly work on at one time. Achieve one or two or three and then move on to others. It may be helpful to break your larger goals into realistic, short-term goals; or to break your short-term goals into realistic steps you can take immediately.

What kinds of goals do you want to achieve?

Here are a few business goals that might make your list:

- Open another location
- Increase revenues by 25%
- Add another product line
- Hire more of the right people
- Expand your territory

As mentioned above, pick the goals that are very important to you, make a plan, go to work and never give up.

How about personal goals? The following are the six most important areas to consider when setting personal goals:

1. **Health and Fitness** - Many believe that this is the most important area to consider when it comes to setting personal goals. Regardless of the material possessions you may have, if you're not vital enough to enjoy them or put them to good use, then they really don't have much personal value do they?
2. **Work** - The work that we do is a very important part of who we are. Ideally, we should all be doing work that we are good at, that we enjoy and we should be doing our work in a place that we enjoy. If this scenario isn't true for you yet, begin setting some goals that will help get you there.
3. **Relationships** - This is a big category and by far one of the most important. Everyone has many different relationships. The quality of these relationships has a huge impact on the quality of our lives. We have relationships with spouses or significant others, with children, with parents,

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with the rest of the family, with friends, with co-workers, with bosses, with employees, with customers, with vendors and suppliers, with contractors, with bankers and lawyers, with doctors and dentists, and with ourselves. How healthy are your relationships? Do any of them need work? Is the needed work important enough to become a goal? Maybe improving a relationship is a long-term goal. Are there short-term goals or steps that can be taken immediately to help accomplish this?

4. **Finances** - This is another good-sized category and, again, one of the most important. It includes the income you earn, the income you want to earn, the way you spend what you earn, the way you save and invest what you earn, the worthwhile causes you support, and the way you feel about money in general. I'm sure there is at least one worthwhile goal in this group.
5. **"Me Time"** - The sometimes-hectic activity of living our lives makes this a very important category to consider when setting personal goals. We all need time to ourselves, time to rejuvenate, time to decompress, time to learn, and time to just "be." A "me time" goal is an important one for all of us. Make yours one that makes sense for you. Make taking care of yourself one of your highest priorities – or none of the rest of your goals will be enjoyable.
6. **Spiritual** - For some, this may be the highest of priorities when it comes to personal goal setting. Whether we're religious or not, each of us has a spiritual side that needs attention. It's our personal connection to the fact that we're not in this alone. Whatever your beliefs, spend some time in this very valuable area.

One way to assess how you're doing in all of these areas is to create a simple chart like the one below. The purpose of this chart is to determine how well balanced your life is. Place a dot on each of the lines to indicate how satisfied you are with each area of your life, with 10 being "very satisfied" and 1 being "very disappointed (dissatisfied)." If the line you draw when you connect the dots is close to vertical and close to the 10 your life is balanced. Start by setting goals that relate to the lines that have the lowest scores.

Health and Fitness 1 \_\_\_\_\_ 10

Work 1 \_\_\_\_\_ 10

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Relationships      1 \_\_\_\_\_ 10  
(You could have multiple lines here for family, friends, co-workers, etc.)

Finances            1 \_\_\_\_\_ 10  
(This could have multiple lines as well)

Me Time            1 \_\_\_\_\_ 10

Spiritual           1 \_\_\_\_\_ 10

Identify your most important areas, set some goals and have some fun. You're in charge of making this a great life for yourself. To borrow a marketing slogan for a popular line of sports products, "Just Do It!"

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