

SETTING GOALS THAT WORK

Goal: “An aim or an end in mind.”
Aim relates to direction
End relates to outcome

Why bother setting goals? Won't they just be a millstone round your neck?

But stop and consider this: what if you were to drive your car, looking only through the rear view mirror? Doesn't it make sense, that to get anywhere, you'd better focus on where we are going?

'Fair enough', you might say, 'but goal setting never works for me!' Well, there is a **secret to setting goals that work**. As with most things, there's a wrong way and a right way to use them. If you follow the steps, you can't avoid getting what you want!

'Ah but..' you might say, 'no-one can set the future, can they?' Well, consider this: 'Are you at my office, tomorrow?' Assuming you have not, in fact, made an appointment to see me, I imagine you answered 'No!' Ok, and how certain are you? 50%? 90%? What, close to 100%? But that's in the future, isn't it? Ah, so we CAN be certain of events in the future, after all! It's all about the level of certainty you attach to the event. If you feel '50/50' about achieving some outcome in the future, then it's about 50/50 likely (at best) that it will happen. That seems fairly logical, doesn't it? Here's the rule: when you believe in achieving an outcome in the future, with the same level of certainty that you believe that something happened to you in the past, then it will happen.

So belief in your ability is critical. So is excitement in what you do. Sir John Harvey Jones, ex chairman of ICI, and business fix-it 'guru' is fond of saying ' Firstly, you must believe in yourself, and secondly, you only live one life, so your business must be exciting and fun – something you want to boast about!' In my experience, these two issues are usually at the core of any faltering business project.

Follow the steps in the free two-page guide below and you will flush out and challenge any issues and set goals that truly work.

What then? Like what you read? Want to discover how to eliminate doubts or concerns, and to put goals into the future as certain as you know your past? I tell you how in my introductory workshop, 'The Physics of Happiness – how to achieve fulfilment!' It's just £35 for the morning (Sat). If you are already serious about creating happiness now, and want the opportunity to complete the the full steps implementing [the Keys to Personal Power and Fulfilment](#), then you are ready for the weekend event. To make sure you hear about the next scheduled event email 'The Physics of Happiness' and/or 'Keys to Personal Power and Fulfilment' to Richard@abetterlife-uk.com

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S.M.A.R.T. GOALS

You may have seen this concept before. Want to know how it really needs to be done? Let's look at what it says, before we look at how to make it work.

S	Specific Simple	Specify the outcome in detail. Keep it clear and uncomplicated – a single outcome. Specify what you want, not what you want to ‘not have’ – avoid the ‘pink elephant’ trap.
M	Measurable Meaningful to you	How will you know you have it? Make it compelling and exciting. Where, when, how, and with whom do you want it?
A	Achievable As if All areas of your life	Is it actually achievable? What do you need? Act ‘as -if’ you have what it takes. And remember, you can set goals in all areas of your life.
R	Realistic Resources Respons-ible/ -able	Are you really going to do it? What is the reality check here? Is it something YOU can make happen, which does not rely on others (respons-able)? Responsible means check the consequences – are you comfortable?
T	Timed	State the precise time when it happens. Avoid ‘free drinks tomorrow’ trap. State it as if it has happened / is happening.



Specific / Simple

Make it the way you want it!

So, what do you want, exactly? Be clear and simple. Then specify in detail. If your goal is to do with money, then how much? Is it an income or a profit? If it's a car, then what car? What colour? Are the seats fabric or leather? Make it compelling and exciting. Like Sir John Harvey-Jones said, it must get you excited!

'You only live one life, so your business must be exciting and fun – something you want to boast about!' That's a quote from Sir John Harvey Jones, ex chairman of ICI, someone who knows how to create success.

Remember KISS

Keep It Simple Stupid – KISS. Specify one outcome in any given goal – don't overcomplicate it! Remember, you can set other goals, and in all areas of your life too!

Avoid the pink elephant trap

You must avoid 'negatives'; ie stating your goal in terms of something you wish to avoid or 'not get'. There's an old saying, 'be careful what you wish for, because it will probably come true'. But what they didn't tell us, is that the same applies to things we wish NOT to have. If I say, 'don't think of a pink elephant'.. did you have to think of a pink elephant first, before trying to put it out of your mind? The problem is, that the mind does not process negatives directly; it has to think up the thing first, then try to negate it. It's not possible to not think about something you're trying not to think about..... And if you think a lot about avoiding something, it's the same as focussing on that very outcome. It becomes a self-fulfilling prophecy... a goal in itself or, you might say, like scoring an 'own goal'!

Measurable, Meaningful

How will you know you have it?

What evidence will you have that you have achieved your goal? A bank statement? A holiday? You are driving the car off the forecourt? Ask, what will I be doing?

The bigger picture

Think through the bigger picture: where, when, how, and with whom do you want it? Ask yourself and clarify in your mind.

Achievable

Is it actually achievable? Can it be done? Has anyone else ever achieved this? If so, you know it **MUST BE** achievable. Even if someone has not achieved this, it still may be achievable.. or nothing new would ever have been created or achieved!

Act 'as if' fully loaded!

Ask yourself 'what mental attitude, belief and approach is needed for this? What do you have now, and what do you need to get your outcome? Have you ever had or done this before? Do you know anyone who has? If so, then act 'as if' you have it!

Also ask what physical resources do I need and do I have them? This may include finance, equipment, location or skills.

Realistic

Here's the idea: let's say you were 48 and you'd like to play professional football. It might require training everyday, and giving up most of the weekend.... Are you going to do it? Can you even get to the required standard, at the age of 48? So the question is, is it seriously likely that you can do what it takes and is there anything which will seriously undermine this ever happening?

Respons-able & committed

Make sure it's down to you!

What's the first step, and who is taking it? Who maintains the process? Make sure it's YOU! It's your goal, after all – no one else's!

Are you totally committed to do what it takes? If you are not truly 100% committed, if there is any part of you that is uncertain, you will probably fail.

Responsible for consequences!

For what purpose do you want this? What will this outcome get for you or allow you to do? What will you gain or lose if you have it? How will you, your family, others be affected as a result of you going for this and achieving this? Are you totally comfortable with the consequences? If you have any concerns, they will most probably undermine your efforts somewhere along the way. Run the outcome through these questions to flush out any 'hidden' concerns:

“What will happen if you get it?”

“What won't happen if you get it?”

“What will happen if you don't get it?”

“What won't happen if you don't get it?”

Time gentlemen, please!

You must specify a specific time when this outcome has been achieved! Is it March 2011? The second week of December 2010?

Free drinks tomorrow

The White Horse pub in Harpenden used to have a sign in the bar which read, 'Free drinks tomorrow'. So do you expect free drinks when you show up the next day? No, it's tomorrow! Your mind works the same way. It's no good setting a goal to which says 'in twelve months time I will have.....' It will always remain twelve months away! Set the precise time and date!

Keep your eyes on the road

Having worked through the process, write down your SMART goals on one page and keep it where you can see it! Read it everyday.

What next?

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