

Welcome to the distance learning programme from Paul Bangs. I hope that you get as much out of the material as others who have attended one of my training courses or motivational talks. If you would like to know more about the programmes or would like to discuss your training or mentoring needs, please email or phone with your enquiry.

Goal Setting

Why setting goals is essential

In 1953, at Yale university one of the top universities in America, they conducted a survey of all the students leaving that year with their degrees. Two of the key questions they asked were “have you a vision for your life” or to paraphrase it; do you really know what you want - do you have a passion which you are ready to give everything for and secondly, have you written down that vision, goal, that passion with an action plan on how you intend to achieve it?”

You would think that a large percentage of those Yale students, the cream of America would know exactly what they were about to embark on and would be pretty clued up as to how they were going to go about it. In reality only 10% had real goals and only 3% had an action plan to achieve those goals.

Twenty years later they did a second survey of those same students to see how they had progressed in life and in monetary terms this is what they discovered. The 10% with goals were earning on average 10 X more dollars than the 90% and it's worth noting that the 90%, having been to Yale were earning top dollars. The 3% who had goals and (this is vital), a written action plan on how they were going to achieve those goals were earning more than the 97% put together; they were mega rich. To put it another way, the 97% were now working for the 3%.

Please understand that earning vast amounts of money is not the only measurement of success; it was the measurement they used in this survey. There are many very successful people in life that never set out to be rich, Mother Teresa probably died without a personal Rupee to her name but look what she achieved in life helping millions of destitute people and her works still go on. The lesson we can learn from this survey is, if you want success, whatever success looks like to you, then be very sure what it is you want and do and be clear how you are going to go about achieving it. Do not expect success unless you are ready to pay the price of setting goals and working towards those goals.

Brian Tracy, one of today's great trainers teaches: www.briantracyintl.com

- ❖ Setting goals is the key to success

The master skill for achieving success in life is to set clear, specific, written goals with action plans for their accomplishments.

- ❖ Setting goals is the key to fulfilment

The key to fulfilment in life is to strive for things that are important to you. Make sure you know what they are!

“You become what you think about most” The Book of Proverbs

- ❖ Those who do not have clear aims are condemned forever to work for those who do. Yet only 5% of people have clear aims
- ❖ Most people do not realise the **importance** of having aims. *95% of people do not have clear set aims*
- ❖ Most people do not know **how** to set their targets and how to plan for their achievement.
- ❖ Most people **fear criticism**. Keep your goals to yourself. Only discuss them with those you really trust or who have also learned the secret of goal setting.
- ❖ Most people **fear failure**. Success and failure go hand in hand. It is impossible to succeed without having the possibility of failure.

Roger black the Olympic gold medallist said *“the higher you get the more you have to fail. As a gold medallist you have to fail more often that you win”*

Failure is a temporary condition – giving up is permanent

The key to success is to know your destination, plan how you are going to get there, what you will need to sacrifice along the way and never ever give up. You may lose a few races but you will win the ultimate prize

Do the following exercise but only give yourself no more than one minute on each question. The key is to write down your immediate thoughts and not linger on each question too long

Discover your real aims

1. What 5 things do you value most in life? Organise them in order of importance e.g. your family, career, spiritual life, money, health?

- 1.
- 2.
- 3.
- 4.
- 5.

- B. What are your 3 most important aims in life?

- 1.
- 2.

3.

- C. If you knew that that you only had six months to live how would you spend your time? What would you want to achieve, who would you want to see, say sorry to, where would you want to visit?
- D. What would you do differently if you became a millionaire today, how would you spend your time; what would you buy?
- E. What have you always wanted to do, but been afraid to attempt?
- F. What sort of activities or circumstances in life gives you the greatest feelings of importance, satisfaction, fulfilment and joy?
- G. What one great thing would you dare to dream if you were guaranteed that you could not fail? It must be something achievable.

Interpreting your Answers

- A. Values.
The most successful people are those who know what their values are. They organise their time in a way that is consistent with their beliefs/values
- B. Three most important aims
The ones that immediately spring to mind are usually associated with the key issues or concerns in your life right now.
- C. Six months to live
The answer tells you what you really value in life. So how much of your current life is consistent with the answer?
- D. Instant Millionaire
This answer suggests what you might choose to do if you had all the time and money in the world.
- E. Afraid to attempt
This question helps to identify any self-limiting beliefs or block that is holding you back from achieving your full potential

- F. Greatest feeling of importance
We only become excellent at doing things, which are really important to us, that build our self-esteem and make us feel good.
- G. Dare to dream
What you wrote down here, you could be, have or do. The issue is not whether you can achieve it, the only question is – how desperately do you want it.

In the above exercise you have had an opportunity to take a close look at your personal goals, what really motivates you. In the next section we will look at how to go about setting goals and this will include your business/career goals. My own experience has been that when I set goals with an action plan I achieve a great deal more.

The book of Proverbs states that *“without a vision, man will perish”* If you have no idea where you are going or why, then your life will move slowly but surely into mediocrity. Is that what you want? I sincerely hope not.

Stop at this point and go back through your answers above and ask yourself, “Did I answer them honestly, would I change my mind, would I change or add further answers?”

The most successful people in life are those who have a passion for what they are doing, have a plan of action to achieve their goals, manage their time properly and care for others before they care for themselves. Today we will continue to concentrate on goal setting but we will certainly look at the other key areas in other programmes. In part We started by looking at why it is vital to set goals, now let us look at a simple tool to help you set sensible and workable goals.

Five keys to goal setting

1. Exploit your area of excellence

We are all capable of excelling in at least one area. The key to success is to discover your area of interest/greatest potential and develop it until you are the best you can be at doing it. What can you be the best at? Concentrate on your natural abilities/strengths, what comes naturally.

I guess a natural talent I have is communication, therefore it makes sense for me to be involved in work as a communicator. I also love to help people to become the best that they can become; I am a motivator and therefore my work is involved in training, coaching and as a motivational speaker. What are your natural talents, what do you love to talk about and be involved in doing? Work smart, work at what you love doing and have natural abilities in.

2. Set SMART GOALS

S	Specific	Clearly defined and tangible. Vague goals are not goals at all. Set goals that you can describe clearly and are important to you
M	Measurable	So we can easily determine when we have achieved them.
A	Achievable	Not over-easy, but not so stretching as to be virtually out of reach

R	Realistic	Directly relevant, practical not fanciful
T	Time-bound	Include a specific time limit within which aim to achieve them

3. *Set a spread of achievement times*

Set short-term goals to be achieved within 90 days and set long-term goals to be achieved over 2 – 3 years. Start with your overall goal or goals. Do not have too many goals at any one time; probably a maximum of three will be as many as you can cope with. Set a time limit for each goal and then break it down into time chunks; if it is a two year goal then break it down into annual, then monthly chunks and that can then lead to a weekly plan for each chunk. As you achieve each segment, cross it off you list and you find both motivation and a real sense of achievement as you reach each mini goal.

4 *Set balanced goals*

Personal and family goals The WHY goals	These goals are about WHY we are alive – To achieve a life that is significant, important, pleasurable and give you self worth. WHY goals are your most important goals and must never be sacrificed
Business and career goals The WHAT goals	When we become too absorbed in WHAT we are doing, we tend to forget that our WHY goals are more important.
Self improvement goals The HOW goals help achieve our WHAT goals	We each have capacity to achieve more, but it must be developed. We need to set goals to exploit our areas of excellence.

It is vital to have balanced goals between family, business and personal growth. My work is there to help me achieve my personal and family goals, not the other way round. All too often people running their own business get caught up in working long hours to achieve more only to find that the children have grown up and the wife/husband/partner has grown apart. I have yet to hear of a person on their death bed saying “I wish I had earned one more pound, spent one more day in the office, gained one more customer” it’s always “I wish had spent more time with my children, family or on personal hobbies.”

I will set business goals but I will also set personal self development goals. They may be to do with business such as study a subject in more detail so as to produce a new course but it is just as likely to be to reduce my golf handicap or produce better water colour paintings that others want to buy.

One of the world’s greatest golf coaches stated recently that if you want to be a better golfer then “write down your goal and what you are going to have to do to achieve that goal. Once written down you will start to move towards it.”

5. Set your Goals

So now is the time for you to have a go. Start with your personal and family goals, what would you like to achieve over the next six months, twelve months and two years? What would your partner and your children like to achieve? It is said that true love is doing all in your power to help those closest to you to grow and to become the best that they can become. If your partner has the same attitude then the chances of growing old together in a happy and rewarding union increase immeasurably.

Right now, what are the top three goals you would like to set for yourself in each category? Then take the top goal in each section and add an action plan to achieve it

Personal & family goals

- 1.
- 2.
- 3.

Business & career goals

- 1.
- 2.
- 3.

Self-Improvement goals

- 1.
- 2.
- 3.

Having written down your goals, take the top three and write out a statement for yourself.

My number 1 personal goal is:
To achieve it I shall have to do the following:

My number 1 business goal is:
To achieve it I shall have to do the following:

My number 1 self-improvement goal is:
To achieve it I shall have to do the following:

Now take those goals and put them where you can see them every day. One story that is worth sharing with you. A guy working in a factory went on a goal setting programme similar to the programme you are following. He and his wife had never set a goal in their lives, they had no idea how to nor had they been taught the importance of goal setting.

That night when he got home his wife asked him what it was all about. He explained the importance of setting goals and that included family goals. He then asked their two children "if you could do anything in the world, what would it be" They both came up with the same answer, go to America and visit Disney. These were ordinary people earning an ordinary wage and going to America for them would be extra ordinary, people like them didn't do that sort of thing. However the husband then started to question their attitude and having been told that you can do anything you set your mind to do, suggested to his wife that they look into it.

The first thing they asked was could they afford it and to come up with the right information they did a family budget; something they had never done before. The budget showed that they could save up to £100 per month and following a visit to various travel agents they worked out that it would take 2 ½ years to save sufficient money to go to Disney. They then cut out all the pictures of Disney from the various brochures they had and made a collage which they put up on their kitchen wall. They even created a financial thermometer so that they could measure progress. The two children were encouraged to save their own money for spending in the States and had their own thermometers.

At the end of the target period, they had sufficient money for their holiday and I can guarantee they had the best time ever; better than most who go to Disney because they had lived the dream for 2 ½ years. They had seen their goal every day on the kitchen wall, there had been a cost involved, they had achieved something extra ordinary for them, they had measure the success breaking it down into bite sized chunks and they had involved the whole family.

It doesn't matter what the goal is, if its worth going for then it's worth planning properly. Whatever your goals follow the lead of this very ordinary family who set out of a 2 ½ year exciting journey of self discovery. You can do anything you want to do if you want it bad enough.

The following rules should be followed when programming your mind to achieve your goals.

1. Write down the vision or goal. If not written down, it is unlikely to be achieved. *Writing down your goals increases your chance of success by 90 times*
2. Write down why you want to achieve it, get a clear image of what it is you want, have that image in front of you so that you can see what you are striving for (put it on your kitchen wall)
3. Allow your imagination to run free, it's amazing what can be achieved if you are passionate about it
4. Write out a plan of action to achieve your goals, this will include –
 - * Timescale – when do you want to achieve it
 - * Cost – what is the cost involved in terms of time and money
 - * Support – those you need to call upon to help you
5. Get started, step out in faith, and pay the price
6. Don't listen to negative people. Share your dreams and goals only with like-minded people. Surround yourself with positive people who will support and encourage you; negative people will try to tell you why you can't achieve it.
7. Break your vision or goal down into bite-sized chunks. *Be patient – don't try to force grow it. Sow – wait – reap at the right time*
8. Do not be frightened to ask for help, its strength not a weakness to admit you don't know it all.
9. Do not give up too easily, but do not attempt the impossible. Stretch yourself, don't break yourself.
11. Pay the price. Reaching worthwhile goals costs time and effort. *You can't charge your energy until you change your focus*
12. Work at a fast pace. Successful people get a lot done
13. Have balanced goals between family, work and personal growth
14. Review what you have achieved before moving on to the next goal.
15. Once a goal is achieved will you have a sense of well being, if not, why did you bother?

Now go back over your goals and rewrite them, make them visual, dare to dream big dreams and be prepared to pay the price.

“What the mind of man can conceive and believe it can succeed”.

“What you see determines what you put into it. If your vision is small what you put into it will be small. If you have a big vision – you will put a lot in”

One of the services I offer companies is a personalised “Strategic Planning” programme where I work with management and key people to create the right strategy and to help make it happen. Part of this service is helping both individuals and the company to set realistic goals. If you feel that you might benefit from this service, phone or email me and we can arrange an initial meeting to discuss your needs.

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