

USE GOALS TO HELP YOU GROW

EVERY BIT OF HUMAN progress—our inventions big and little, our medical discoveries, our engineering triumphs, our business successes—were first visualized before they became realities. Baby moons circle the earth not because of accidental discoveries but because scientists set “conquer space” as a goal.

A goal is an objective, a purpose. A goal is more than a dream; it's a dream being acted upon. A goal is more than a hazy “Oh, I wish I could.” A goal is a clear “This is what I'm working toward.”

Nothing happens, no forward steps are taken, until a goal is established. Without goals individuals just wander through life. They stumble along, never knowing where they are going, so they never get anywhere.

Goals are as essential to success as air is to life. No one ever stumbles into success without a goal. No one ever lives without air. Get a clear fix on where you want to go.

Dave Mahoney rose from a low-paying job in the mail room of an advertising agency to an agency vice president at twenty-seven, and president of the Good Humor Company at thirty-three. This is what he says about goals: “The important thing is not where you were or where you are but where you want to get.”