

*The important thing is not where you were or where you are but where you want to get.*

The progressive corporation plans company goals ten to fifteen years ahead. Executives who manage leading businesses must ask, "Where do we want our company to be ten years from now?" Then they gauge their efforts accordingly. New plant capacity is built not for today's needs but rather for needs five to ten years in the future. Research is undertaken to develop products that won't appear for a decade or longer.

The modern corporation does not leave its future to chance. Should you?

Each of us can learn a precious lesson from the forward-looking business. We can and should plan at least ten years ahead. You must form an image *now* of the person you want to be ten years from now if you are to become that image. This is a critical thought. Just as the business that neglects to plan ahead will be just another business (if it even survives), the individual who fails to set long-range goals will most certainly be just another person lost in life's shuffle. Without goals we cannot grow.

Let me share with you an example of why we must have long-run goals to achieve real success. Just last week a young man (let me call him F. B.) came to me with a career problem. F. B. looked well mannered and intelligent. He was single and had finished college four years ago.

We talked for a while about what he was doing now, his education, his aptitudes, and general background. Then I said to him, "You came to see me for help on making a job change. What kind of job are you looking for?"

"Well," he said, "that's what I came to see you about. I don't know what I want to do."