

Unit-II

Self-management Techniques:

Self-management Techniques allow you to maximize your productivity, improve your workplace performance and efficiently achieve professional goals. Improving your self-management skills can help you increase your employability and better manage your career path.

Self-management Techniques are the abilities that allow people to control their thoughts, feelings and actions. If you have strong self-management skills, you're able to set goals independently and take the initiative to achieve them. Purposeful self-management can help you direct the trajectory of your career and ensure you seek opportunities that get you closer to your goals.

To improve self-management Techniques some important tips are mentioned as below:

1. **Assess your strengths.** Determine in which professional tasks you're best at, and focus on ways to maximize your abilities in those areas. Understanding your strengths helps you manage your career path in a way that makes the most of skills like coding, technical writing, graphic design or customer service.
2. **Prioritize your responsibilities.** Clearly define which responsibilities are most important, and focus your attention on the most critical jobs, avoiding distractions that draw you away from what matters.
3. **Develop organizational systems.** Find effective methods that help you manage your time, streamline your daily activities and keep important items at easy searching places. This step might include using an agenda book, setting up a time-management app on your phone or creating a filing system at your desk.
4. **Create strict deadlines.** Assign deadlines to each stage of a project, and maintain your schedule. Hold yourself accountable for getting tasks done on or ahead of schedule by committing to put in more hours when needed to reach your self-designated checkpoints.
5. **Perform one task at a time.** Focus your time, energy and abilities on a single task at any given moment. Complete each task fully before moving on to another so that you're managing your time and effort efficiently.
6. **Practice patience.** Maintain a sense of calm so you can think clearly and objectively. Be considerate of others, and try to empathize with their needs and experiences to

more effectively help them.

7. **Take care of your health and wellness.** Maintain a proper diet, exercise regularly, care for your personal hygiene and actively focus on lowering your stress levels. Take breaks to stretch and clear your mind, keep healthy snacks at work and look for opportunities for physical activity, such as a brisk walk on your lunch hour.
8. **Evaluate your progress.** Objectively assess the progress you've made toward your goals by setting checkpoints along the way and tracking your accomplishments to see if you've met them. Ask a mentor for assistance to get a well-rounded appraisal. Use this feedback to improve your self-management going forward.

Building Self-confidence:

Self-confident people tend to see their lives in a positive way and they face their fears head-on.

To be self-confident means to **like and to respect yourself** and to believe in your own abilities and strengths.

Some of the best self-confidence and self-management tips are:

- get rid of the negative thoughts in your head;
- think positively;
- be happy with small things;
- do not forget to tell yourself that you are smart and intelligent;
- chat with positive people;

Self-confident people are some of the most successful people in the business.

Tips for building self-confidence

There are a number of things you can do to build your confidence. Some of them are just small changes to your frame of mind; others you'll have to work on for a bit longer to make them familiar habits.

1. Look at what you've already achieved

It's easy to lose confidence if you believe you haven't achieved anything. Make a list of all the things you're proud of in your life, whether it's getting a good mark on an exam or learning to surf. Keep the list close by and add to it whenever you do something you're proud of. When you're low in confidence, pull out the list and use it to remind yourself of all the awesome stuff you've done.

2. Think of things you're good at

Everyone has strengths and talents. What are yours? Recognising what you're good at, and trying to build on those things, will help you to build confidence in your own abilities.

3. Set some goals

Set some goals and set out the steps you need to take to achieve them. They don't have to be big goals; they can even be things like baking a cake or planning a night out with friends. Just aim for some small achievements that you can tick off a list to help you gain confidence in your ability to get stuff done.

4. Talk yourself up

You're never going to feel confident if you have negative commentary running through your mind telling you that you're no good. Think about your self-talk and how that might be affecting your self-confidence. Treat yourself like you would your best friend and cheer yourself on.

5. Get a hobby

Try to find something that you're really passionate about. It could be photography, sport, knitting or anything else! When you've worked out your passion, commit yourself to giving it a go. Chances are, if you're interested or passionate about a certain activity, you're more likely to be motivated and you'll build skills more quickly.

Self image and self Esteem:

"Self-image is how *you* perceive yourself. It is a number of self-impressions that have built up over time... These self-images can be very positive, giving a person confidence in their thoughts and actions, or negative, making a person doubtful of their capabilities and ideas."

self-image is related to what you see when you look in a mirror—however, it goes much deeper than that. Self-image refers to how we see ourselves on a more global level, both internally and externally.

The three elements of a person's self-image are:

1. The way a person perceives or thinks of him/herself.
2. The way a person interprets others' perceptions (or what he thinks others think) of him/herself.
3. The way a person would like to be (his ideal self).

The six dimensions of a person's self-image are:

1. Physical dimension: how a person evaluates his or her appearance
2. Psychological dimension: how a person evaluates his or her personality
3. Intellectual dimension: how a person evaluates his or her intelligence
4. Skills dimension: how a person evaluates his or her social and technical skills
5. Moral dimension: how a person evaluates his or her values and principles
6. Sexual dimension: how a person feels he or she fits into society's masculine/feminine norms (Oltmann, 2014)

These elements and dimensions offer a framework through which to view self-image, but remember that this is not a known and widely accepted framework; rather, it is one possible way of thinking about self-image.

self-esteem goes deeper than self-image. Self-esteem is the overall sense of respect for ourselves and involves how favorably (or unfavorably) we feel about ourselves.

Having a negative self-image can certainly influence self-esteem, and having low self-esteem is likely to be accompanied by a negative self-image, but they are at least somewhat independent "self" aspects.

Personal Planning & Success attitude:

Personal planning is the process of creating an action plan based on awareness, values, reflection, goal-setting and planning for personal development within the context of career, education, health, relationships, work-life balance or for self-improvement.

A personal plan can develop your vision for your future, helping you to achieve more from your life – whatever that may be! A personal plan can help you find your dream job, attain your health goals, develop your relationships, get you that second holiday a year or simply allow yourself the time to work on yourself. A personal plan supports you on your journey to build a balanced life and engage more with the things you really want to get done.

Success Attitude:

Here are six ways to think yourself into an empowered mental attitude.

1. Choose how you respond.

Choose your own beliefs, choose what you want to focus on and you choose the decisions and the actions that you take. This is a very powerful belief system

because it means that you can take full responsibility of your actions without having to deflect blame onto others. You might not be able to control everything that happens around you, but you *can* control how you react to situations and how you influence other people.

2. Believe in yourself and be your own best cheerleader.

If you want others to believe in you, and if you want to be seen as a confident and capable project manager, then you first have to believe in yourself. You have to feel that you are worthy of leading a project, and you have to have absolute faith that as long as you take the necessary action, then you can be as successful at running a project as anybody else. It is this undeniable belief in yourself – and being willing to back yourself all the way – that fuels your motivation and inspires others around you. Believe in yourself and your success. Feel it in every cell of your body and repeat it to yourself over and over again.

3. Have faith that the right things will come as a result of your actions:

Part of having a positive and empowering mindset is to trust that as long as you do what can reasonably be expected of you, then the right things will happen. There is no need to worry unnecessarily that your project or your career will be a disaster. In fact, focusing too much on the things that you fear and don't want is likely to derail you because we attract that which we focus on. If you encounter a risk, by all means, do what you can to mitigate it, but then let it go. Your only concern should be to take constructive action, stay focused and to have faith that the right things will happen as a result of your actions and intentions.

4. Look for opportunities in every situation (even the bad ones):

A great way to support your [success](#) is to make sure that you don't get discouraged or distracted by issues or obstacles that pop up. We all encounter issues – especially on big projects – but one defining quality of successful project managers is the way in which they deal with the unforeseen. When something unexpected happens, ask yourself *how* you can move forward and which new opportunities have opened up as a result. It's a great gift to be able to see the opportunity in every situation.

5. 5. There is no such thing as [failure](#) – only opportunities to grow and learn from.

An empowered mindset is one in which you don't let the fear of failure hold us back. If you're afraid of making decisions or doing something new out of fear that you aren't good enough – or that others might laugh at you – then you won't get very far. You need to alter your view of failure into something constructive. See it as learning experiences and move forward *in spite of* your fear. Besides, what is the worst that can happen? Is it worse to “fail” having tried, or is it worse to fail because you never even dared?

6. **Be committed.**

Becoming an outstanding project management leader and delivering a large project may not be achieved in a matter of days or weeks. It could take much longer and will require you to be fully committed to learning and growing and applying your skills. An empowering mindset is one where we are 100% committed and where we consistently take action that moves us closer to what we want. With that mindset, there is no space for doubt or procrastination. Of course, there will be times when you lose sight of the overall goal, but your commitment and positive frame of mind will quickly get you back on track.

The best way of letting go of the beliefs and [habits](#) that limit you is to change from the inside out. Decide that you want to take control of your internal world of thoughts so they, in turn, can influence your outer reality in a way that best serves you. Start by observing the kinds of things you say to yourself on a daily basis and slowly but surely replace them with something more positive and empowering.

You can do it!

Tips on How to Build a Positive Attitude

1. Become more aware of your thoughts. Are they predominantly negative or positive? Do you often think negatively, and are you aware when you do so? Becoming aware of your thoughts is the first step to change them.

2. When a [negative thought](#) enters your mind, immediately replace it with a positive thought. You will have to repeat this process constantly, until the new thoughts replace the old thoughts.

Build a Positive Thinking Mindset

Want to succeed in whatever you do?

- Learn how to adopt positive thinking and develop a positive attitude.
- Learn how to avoid negative thoughts.
- Start expecting successful results.

3. Be kind with yourself and do at least one thing a day that you enjoy doing, and which makes you happy.

4. Every day, find the time to listen to music that you love and enjoy.

5. Read about the life of positive and successful people. You can find many articles on them on the Internet, and also on many books.

6. Read every day inspiring quotes. You can find a collection of quotes at: Reading inspiring quotes, motivate, inspire and encourage you, and help you to develop a positive attitude toward yourself, your life, and your environment.

7. Visualize your life as you wish it to be, and believe in what you visualize. If negative images try to enter your mind, replace them with images and scenes that you want to come true. Refuse to indulge in doubts and negative thinking.

8. Do not listen to people who tell you that you cannot do this or that, persuade you that you lack the right skills, or constantly tell you that you are a failure. This might be their opinion, but not yours.

9. Always prefer to watch inspiring, motivating or funny movies. They would help you maintain a happier and optimistic attitude. Start Making Your Dreams Come True!

Concept of Master Plan

Master Plan is comprehensive that is it integrates various aspects of planning like housing, transportation, infrastructure etc. All the aspects are considered that affects the quality of life of people and all the interrelationships between various aspects; Multidisciplinary in nature: it encompasses various disciplines of studies like social aspects, economics, environment, engineering, architecture etc.; Master plan is a long term document. It clears

out the vision for prospective year for the city and plans out development for future; Master plan focuses on rational use of land that is demarking land for the use most optimal for the activity at a place. It efficiently uses resources to meet the present and future requirements of the citizens; Master plan should consider the environmental and costs related to it. The proposals for development should be environmentally sustainable; Master Plan is based on inclusive planning. It considers all sections of people in society in development proposals and focuses on affordability. ; Master plan gives restrictions on ecologically sensitive areas, on heritage sites and traditional built up areas and gives special norms for these places. ; Master Plan leads to a balanced growth of the city. It prevents concentration of a particular activity at one place and takes into account efficient distribution of facilities, infrastructure, networks and housing and follows neighbourhood concept of development.

Creating the Master Plan:

A master plan is a dynamic long-term planning document that provides a conceptual layout to guide future growth and development. Master planning is about making the connection between buildings, social settings, and their surrounding environments. A master plan includes analysis, recommendations, and proposals for a site's population, economy, housing, transportation, community facilities, and land use. It is based on public input, surveys, planning initiatives, existing development, physical characteristics, and social and economic conditions.

Goal Setting and Time Management:

“Time management refers to a range of skills, tools, and techniques utilized to accomplish specific tasks, projects and goals. This set encompass a wide scope of activities, and these include planning, setting goals, delegation, analysis of time spent, monitoring, organizing, scheduling, and prioritizing. Initially time management referred to just business or work activities, but eventually the term broadened to include personal activities also. A time management system is a designed combination of processes, tools and techniques.”

Time management helps in:

- Determine which things you do are important and which can be dropped
- Use your time in the most effective way possible
- Control distractions that waste time
- Give yourself more quality time to relax and enjoy life

Time management is a process that allows you to gain complete control over how you spend every second of your day at work and outside of the office.

By managing your time wisely through careful planning of every second of every day, you can control your schedule so that your time is spent efficiently and you can ultimately reach your goals.

Poor time management usually results in disorganization, missed deadlines and little free time. A lack of punctuality and prioritizing and an overarching tendency to postpone work indefinitely are the underlying causes behind poor time management.

The Benefits of Effective Time Management

There are no negatives to practicing effective time management—only benefits.

Less procrastination

Procrastination has come to be seen as an illness of the times, people called themselves procrastinators. Now, the number has increased to 20–30% and most of us have consistent worries about procrastinating.

Setting a schedule you can stick to every day will provide you with the necessary paths to never stray away from the work you need to do in order to reach your goals.

Goals is the key word to keep in mind here. Once you have a defined list of things you must achieve, you will be more inclined to create a routine that helps you complete your most important tasks—the ones that directly contribute to achieving your targets.

Meeting deadlines

When you're not procrastinating, you also end up with more available time to focus on the activities that truly matter to you. Instead of worrying about missing deadlines or spending your nights on last-minute tasks you've been perpetually postponing, you can use your brainpower on things you actually want to do.

Since a large aspect of time management is organizing your priorities, you will always get work done before your deadline—or at least by the deadline.

Working smarter

Prioritizing and tracking your time for a couple of months will help you estimate how much time it takes you to perform certain tasks.. By practicing proper time management, you won't set unrealistic deadlines you're not able to make and fail to meet your client's expectations.

You will also become more accountable to yourself as you will be responsible for tracking and analyzing your own time correctly. Measuring your time is an extra step you need to

take in order to create accurate estimates. But seeing how you've spent your time and how you can improve your daily schedule is one of the main reasons for practicing time management.

Less stress and more time for relaxation

Being more efficient with your time means extra hours you get to do the things you love. When employing effective time management techniques, you will find you have endless opportunities to focus on yourself as a person and take care of your mental health—benefits that go beyond any professional growth plans.

Some Time Management Tips to Help You Reach Your Goals

With all this in mind, here are a few helpful time management tips to ensure that you have all the tools you need to meet and exceed your goals.

1. Know your goals

There is definitely a right and wrong way to go about goal setting. If you don't set your goals the right way, then you'll most likely miss something, which will force you to go back and redo things or otherwise veer off-track.

Having goals subconsciously affects our minds in a way that provides us the determination to actually work toward achieving those goals. A goal can trigger positive behavior and a positive mentality.

SMART goals help you set a criteria in order to ensure your goal is realistic and achievable. A SMART goal is any target you have that is:

- Specific
- Realistic
- Achievable
- Realistic
- Time-Bound

To set yourself up for success, make sure you are actually writing your goals down. Research has shown that when we put our goals to paper, we are more likely to remember them and plan activities that help us achieve them.

2. Understand how you currently spend your time

This seems like a no-brainer. But it's imperative to know where your time is currently being spent in order to effectively manage your time. My advice: use a tool like Toggl to track how you spend your minutes each day.

Assess how you spend your time at work for about two to three weeks. Ask yourself each of the following questions when you review the results:

- What are you doing?
- Where is the majority of your time being spent?
- What did you accomplish?
- Was any of this time wasted?
- Was your time well spent?
- Completed the activities on which you spent your time help you get closer to achieving your goals?

3. Prioritize while managing time

A great tool to help you understand this concept and how to prioritize tasks is the quadrant time-management system (also known as a Time Management Matrix). Things are either urgent, important, both, or neither.

- **Important and urgent:** These tasks have important deadlines with high urgency—complete these right away.
- **Important but not urgent:** These items are important but do not necessarily need immediate attention. They should involve some long-term development strategizing. For highly effective time management, spend most of your time in this quadrant.
- **Urgent but not important:** These tasks are urgent but not important. Minimize, delegate, or eliminate these as they do not necessarily contribute to your overall goals.
- **Urgent and unimportant:** These activities hold little if any value. These should be eliminated as much as possible if you want to stay on track.

4. Plan ahead

Once you have an idea of where your priorities are, another tip for managing your time is to plan ahead. The time you spend thinking ahead and planning your activities will be time well spent. Making to-do lists does take time. But it is time that helps you effectively set goals for the day.

5. Set time limits for repeating tasks

Reading and answering emails can consume your entire day if you let them. The time it takes dealing with customer requests and other daily immediacies can add up.

Instead, set a time limit for these tasks and stick to it every day. If you assign a block of time to dedicate to these activities, rather than dealing with them on demand, you will be better able to stick to your schedule and stay organized throughout the day.

6. Protect your time

You're the boss of your work. If you have a deadline, something urgent at hand, or need to prioritize your own work, it is completely fine to decline a request. Sometimes it is more important to attend to that which you absolutely need to accomplish in order to move toward your own goals than to focus on the needs of others. So focus your efforts accordingly.

If you can't say *no* to a task, then delegate it. While delegating can be a hard skill to learn, it works wonders for your personal time management as it allows you to leave administrative tasks for someone else to handle while you focus on the activities you excel most at.

7. Eliminate mental distractions

Distractions are tricky. An activity that one person sees as a time-waster might be deemed necessary by another person. In general, bad habits, tendencies to find distractions and wandering minds are all time-wasters.

Colleagues interrupting us, meetings, social media, games—all of these things can take away the time we have allotted to hunker down and get stuff done.

Use your time wisely by eliminating (or at least decreasing) some of these distractions if you're serious about achieving your overall goals. Put your phone away, block the websites you don't want to check during work, and even get rid of the knick-knacks that might be stealing your attention.

8. Balance

People can't work for eight straight hours everyday. In fact, people put an average of only three productive hours a day.

The importance of work-life balance cannot be overemphasized. It's vitally important to avoid burnout in your everyday life. If you lack balance, you are more likely to feel stressed out, which leads to bad habits—which is important because bad habits will eventually derail goals.

One study suggests that you should work for 52 minutes and break for 17 minutes. If you don't take breaks every once in a while, it's unfortunately far more likely that you will hit your breaking point. Prioritize yourself along with your overall goals. In the long run, it will make a huge difference.

Active positive visualization and positive attitude:

Positive visualization is a technique to master real world situations and achieve goals by using the power of positive thinking.

Think of positive visualization as a “mental rehearsal” that we carry out in our minds. It is like a daydream but more focused on the goals that we want to achieve. Positive visualization, much like its name, talks about focusing on the positives in life and that practice supposedly makes even herculean tasks look achievable.

You could also say that positive visualization is a technique to affect real-world situations by using the power of positive thinking. The key is to visualize a situation even before it happens to you. Once you know your goal, you focus on the step by step specifics that you will need to achieve it.

Some visualization techniques are mentioned below:

Part 1

Visualizing Your Goals

1

Visualize the activity, event, or result desired. Close your eyes and picture a goal that you have in mind.^[1] Let's say you want to envision that you get a promotion at work. Imagine your brand new office with your name in gold-emblazoned letters on the door. Imagine the black, swivel chair behind your huge mahogany desk. Imagine the Renoir reproduction between your diplomas.

- Once you cover the big stuff, get smaller. Get down to the dust in the corners and the residue of the coffee in your mug. The way the light hits the carpeting as it peeks through the slats in the blinds.
- Try to think of the reason behind the goals you're setting, which can help keep you motivated. For instance, if your goal is "I want to lose 10 lb (4.5 kg)," your reasons might be "I want to feel stronger," or "I want to be healthier."^[2]

2

Visualize with optimistic, [positive thoughts](#). Nothing is going to improve when you feel lousy about yourself and your chances in life. So, instead of thinking, “I’m terrible at basketball; there’s no way I’ll improve,” think something like, “I’m not great now, but I’ll be much better in 6 months.” Then visualize yourself sinking some 3-point shots or dunking on the competition.[\[3\]](#)

- Visualization is sort of like hypnosis: if you don’t think it’ll work, it won’t. Thinking positively is the first step to making sure this visualization is actually effective. It’s the first step to making these desires a part of real life.
- Remember that life is just as much about the journey you take to reach your goals as it is about the destination you have in mind. Visualization can make the process of reaching your goal more enjoyable by keeping you focused and motivated, making it a positive addition to your life.
- It's normal to have self-doubts, so don't beat yourself up about them. However, do try to be aware of them as they arise, then try to reframe them into something positive. This can take practice, though, so be patient with yourself.[\[4\]](#)

3

Move your visualization into the real world. After you have spent a moment, or a few days, visualizing your goal, make changes in your life to bring the goal about. Right before you perform the activity, task, or event that will achieve an outcome or an outcome toward your goal, focus clearly on the picture of the action you are about to make. Even if it’s something intangible like “make more money” and it’s applicable to the everyday, it can be used before going to work or each business possibility.[\[5\]](#)

- For example, if you are trying to hit a baseball, picture hitting it clearly in your mind, stroke by stroke, at the right height and the right speed. Watch the ball being hit by your bat, flying through the air and landing wherever it is meant to land. Visualize the experience with all of your senses: hear the approaching ball, hear and feel the impact, and smell the grass.

4

Think about a chain of events needed to achieve your goal. Big changes in your life take time and focus, and comprise a number of small steps. If you're visualizing attaining a specific goal or end-point, imagine how you would get there. Try to make each step as specific, achievable, and actionable as possible.^[6] So, if you want to be president, imagine aspects of your political career: running your campaign, attending fundraisers, meeting political bigwigs, and delivering your first speech.

- How would the version of yourself that you're visualizing handle these situations?

5

Visualize the personality traits needed to get you where you want to be. It's not enough to want to be the vice-president of the company you work for. You need to think about the qualities that will assist you in getting there.^[7] Visualize not only the vice-presidency but also the skills of open communication, persuasiveness, sharing, listening, discussing, deflecting criticism with skill and respect, etc.

- Imagine yourself acting in the way that you're visualizing. So, if you realize that a vice-president needs to have confidence in their work performance, visualize yourself acting with confidence around the office.

6

Use affirmative phrases to motivate yourself. Pictures are great, but words work well, too. If you see a healthier, fitter you, lounging around in the branch manager office at your job, say to yourself, "I have the body I dream of. I am getting healthier and it feels great." If you want to get better at baseball, tell yourself something like, "I see the ball. I hit it with such force that it's knocked out of the park."

- You can repeat this kind of phrase to yourself as many times as you need. Just make sure you believe it!

7

Visualize while you're calm, focused, and comfortable. Visualization only works when you are calm, at ease, and willing to give yourself time to focus in peace, free from immediate worries. Visualization is a technique very close to meditation, only it is more active and vivid. In visualization you are encouraged to think actively about the possibilities, but as with meditation, you must leave aside anything extraneous to your dreams and goals and only focus on them.

- If you can, make yourself comfortable when you visualize. Having very few distractions will make this process a lot easier. It'll help you think more relaxed, too, when less is going on around you.

8

Imagine yourself overcoming setbacks. Obstacles are a normal part of life, and no one reaches success without first encountering failure. Know that you will make mistakes, but remember that you can overcome them. How you bounce back after a setback is more important than the fact that you made a mistake in the first place.

- Ask yourself daily, "What can I do today to make myself better tomorrow?"
- A great resource for learning how to overcome setbacks is the book *Mindset: The New Psychology of Success* by Carol S. Dweck.

Part 2

Refining Your Technique

1

Give visualizing some time to feel normal and produce results. At the very beginning, this visualization thing may feel pretty frou-frou, if you will.^[8] It'll feel weird and it'll feel foreign. You have to push past that! It does go away. At the beginning it's natural to feel uncomfortable being consumed by this dream world, but it's just a phase. If it doesn't feel a little funny, you're probably not doing it right.

- This is only remedied by practice, that's all. There's no other key than time. As with anything, there's a learning curve. It'll only seem steep if you don't commit. Let yourself go and it'll go away! You're the only obstacle to your visualization success.

- Over time, visualization can activate your brain in the same way that actually doing the activity can. Your brain may not even be able to tell the difference! For example, if you are afraid to sing in front of a crowd, you can imagine yourself doing it. This tricks your brain into thinking that you've done it, making it easier to get up and sing in front of others the next time you have the opportunity.[\[9\]](#)

2

Focus on long-term goals. Anybody who wants change overnight will be disappointed. Instead, plan to make realization of your hopes and dreams long term. Visualize where you will be in 5, 10 and 15 years and the sorts of outcomes you want. How will your situation be different and how will you be different? Allow yourself to imagine what that life will be like.[\[10\]](#)

- For example, it's helpful to visualize going to bed earlier or taking a jog at night. But visualizing can also help you achieve more substantial goals. For example, visualize what kind of parent you want to be, the legacy you'll leave your children, and the kind of person you'll be when they're growing up.
- Visualize what you want to achieve as a human being and what legacies you will leave your friends and community.

3

[Create a vision board](#) to remind you of the life you want. This will help you visualize your goals on a regular basis. To make a vision board, post a collection of photos and words that represent your future goals. That way, you can look at them every day to stay motivated as you pursue the life you want.[\[11\]](#)

- For example, if your goal is to open a restaurant, you could include photos of restaurants you want to model yours after, as well as dishes you will serve. You might also include photos of people happily enjoying a meal.

4

Think in the affirmative about your goals. When it comes to visualization or just positive thinking, you need to think affirmatively about what you want to achieve. Zeroing in on “not being poor” isn’t exactly helpful. So instead of not wanting something or not being something or not having something, focus on what you do want, what you are, or what you have. For example, consider statements like: “I want financial security,” or “I have the guts to move across the country.”[\[12\]](#)

- Think actively and in the present tense, too. If you are visualizing yourself not smoking anymore, don’t recite the mantra, “I will try to quit.” Think along the lines of, “Cigarettes are disgusting. I don’t want them. They do nothing for me.”

5

Be realistic about the goals you visualize. When you're setting goals, avoid having an all-or-nothing mentality. If you feel like you have to do something perfectly, it can hold you back from even getting started. Instead, focus on doing the best you can, and be clear on how you're going to bounce back if you do make a mistake.[\[13\]](#)

- If you’re a boxer and you’re trying to visualize your next match and you absolutely dominating, it’s not going to do you any good picturing yourself as Muhammad Ali. You’ll just end up in the ring not living up to the standards you set for yourself. You’ll end up frustrated and exhausted with yourself.[\[14\]](#)
- Instead, imagine your swings like the best swings you’ve ever had. Imagine your opponent as that bag in the gym that you pummel on a daily basis. Imagine your coach shouting praise as you give the best performance of your career.

6

Visualize from your own first-person perspective. This will help your visualizations feel more real, tangible, and achievable. Don’t picture your future successes and goals as a movie—your visualizations should be from your own perspective.[\[15\]](#) In your visualizations, you are not the audience. This is your stage and your time to shine.

- For example, if you're visualizing your future career as a doctor, don't think of it from the perspective of a patient you're treating or a colleague across the room. Instead, visualize yourself treating a patient: imagine the stethoscope in your hands, etc.
- This is what it means to fully visualize. It is a reality as if seen through your very own eyes. You're not having some sort of out of body experience; it's the future.

Introduction to Marketing Environment:

The macro-environment refers to all forces that are part of the larger society and affect the micro-environment. It includes concepts such as **demography, economy, natural forces, technology, politics, and culture**. The purpose of analyzing the macro marketing environment is to understand the environment better and to adapt to the social environment and change through the marketing effort of the enterprise to achieve the goal of the enterprise marketing.

Demography refers to studying human populations in terms of size, density, location, age, gender, race, and occupation.^[6] This is a very important factor to study for marketers and helps to divide the population into [market segments](#) and [target markets](#). An example of demography is classifying groups of people according to the year they were born. These classifications can be referred to as [baby boomers](#), who are born between 1946 and 1964, [Generation X](#), who are born between 1965 and 1980, [millennials](#), who are born between 1981 and 1996, and [Generation Z](#) (also known as zoomers), who are born between 1997 and 2012.^[7] Each classification has different characteristics and causes they find important. This can be beneficial to a marketer as they can decide who their product would benefit most and tailor their [marketing plan](#) to attract that segment. Demography covers many aspects that are important to marketers including family dynamics, geographic shifts, workforce changes, and levels of diversity in any given area.

Another aspect of the macro-environment is the economic environment. This refers to the [purchasing power](#) of potential customers and the ways in which people spend their money. Within this area are two different economies, subsistence and industrialized.

Subsistence economies are based more in agriculture and consume their own industrial output. Industrial economies have markets that are diverse and carry many different types of goods. Each is important to the marketer because each has a highly different spending pattern as well as different [distribution of wealth](#).

The natural environment is another important factor of the macro-environment. This includes the natural resources that a company uses as inputs that affects their marketing activities. The concern in this area is the increased pollution, shortages of raw materials and increased governmental intervention. As raw materials become increasingly scarcer, the ability to create a company's product gets much harder. Also, pollution can go as far as negatively affecting a company's reputation if they are known for damaging the environment. The last concern, [government intervention](#) can make it increasingly harder for a company to fulfill their goals as requirements get more stringent.

The technological environment is perhaps one of the fastest changing factors in the macro-environment. This includes all developments from antibiotics and surgery to [nuclear missiles](#) and [chemical weapons](#) to automobiles and [credit cards](#). As these markets develop it can create new markets and new uses for products. It also requires a company to stay ahead of others and update their own technology as it becomes outdated. They must stay informed of trends so they can be part of the next big thing, rather than becoming outdated and suffering the consequences financially. In order to understand the different spending patterns, marketers need to also take into consideration about the development of digital technology and its effect on [market growth](#) and employment. It is key for a marketer, especially in a digitally-dominated market, to anticipate demand in order to capitalize on potential market growth. Technology has developed to the extent where purchase patterns can be analysed in order to forecast future demand.

The political environment includes all [laws](#), [government agencies](#), and groups that influence or limit other organizations and individuals within a [society](#). It is important for marketers to be aware of these restrictions as they can be complex. Some products are regulated by both state and federal laws. There are even restrictions for some products as to who the target market may be, for example, cigarettes should not be marketed to younger children. There are also many restrictions on [subliminal messages](#) and

monopolies. As laws and regulations change often, this is a very important aspect for a marketer to monitor. As laws and regulations change often, they create barriers that can hugely influence the way in which companies can market their business across the digital community in particular. When conducting business in the [United Kingdom](#), the government is committed to ensuring the best possible platform to start and grow a UK digital business,^[9] therefore [Internet Governance](#) becomes a vital force in the management and control of the growth of the internet and its usage.