

SETTING GOALS FOR SUCCESS



DISCOVER THE BASIS OF
CREATING GOALS YOU
CAN ACCOMPLISH, NO
MATTER HOW LOFTY

SUCCESS®



What do New Year's resolutions, vision boards and retirement planning calculators have in common? They all relate to goals in some way.

New Year's resolutions often revolve around personal goals like being healthier. Vision boards show what their creator hopes to manifest, like a dream vacation. Retirement planning calculators help workers create financial goals for their postworking years.

Setting and working toward goals is important for creating the future you want. Yet while the idea of setting goals seems simple, the process to reach your goals requires thoughtful planning.

This e-book will help you get started setting and achieving your goals. It dives into the benefits of goal setting, how to set realistic and specific goals and tips for staying on track to reach them.

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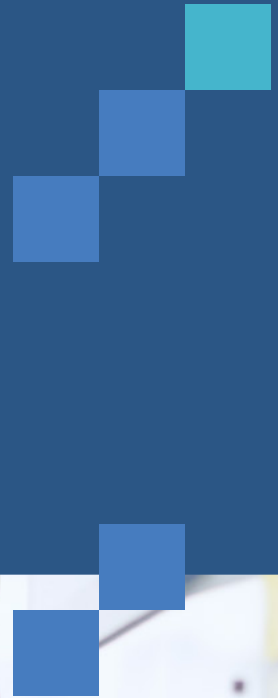
THE IMPORTANCE OF GOAL SETTING

Living in the past can drag you down. Constantly focusing on what has happened or what you would've changed can leave you stagnant instead of moving forward toward bigger and better things. That's where goals come in.

Goals are like magnets—they pull you to them. And the stronger, bigger and more purposeful and unique they are, the more strongly they pull.

Lofty goals and aspirations have the power to push you through all kinds of down days and seasons. A bad day can almost overwhelm you if you don't have something purposeful to reach for on the other side.

With clear, established goals and a vision for the path that can get you there, overcoming difficult times becomes easier.



3 BENEFITS OF SETTING GOALS



Did you know setting goals does more than help you lose weight, save money or get into a meditation routine? Having goals has a wide range of mental health benefits to improve your well-being, including:



Increased productivity

Goal setting helps you be more productive in all areas of your life. It provides a clear path toward your objectives and reduces time wasted trying to figure out your next move.



Improved decision-making skills

As you work toward an objective, you'll be forced to make decisions that can potentially take you closer to or further from it. The more goals you set—especially long-term ones—the easier it gets to make effective decisions.



Clarity and direction

When you have goals, you know what you want and how to get there. This improved sense of clarity can help you determine what you want out of life, including your career, relationships and personal accomplishments.

HOW TO SET GOALS

Your best chance for success requires setting specific and realistic goals—that is, goals you can quantify numerically or in some other measurable way. At the same time, your goals have to be realistic. If the goals you set are not realistic or attainable, you are more likely to give up.

Why does setting a vague or unrealistic goal tend to lead to failure? Vague and unrealistic goals take action out of the equation. If your goal is too vague, you won't know exactly how to achieve it. If it's unrealistic, you'll know in the back of your mind that you won't actually be able to reach it.

You will also want a specific timeline with mileposts (or objectives) mapped out along the way to your goal. This sort of specificity serves multiple purposes.

Definitive goals with a clear timeline let you know if you are falling behind. They pressure you, and they let you know it's crunch time! Setting smaller benchmarks to hit along the way also helps make reaching larger goals more manageable; instead of a mountain to climb, you have several small hills to conquer.

The sense of accomplishment you'll feel upon reaching a specific goal will exhilarate you. It will build confidence and courage. Next thing you know, you'll be lining up your next major goal!

Thankfully, goal setting is a process, not a decision. Through planning, you will outline the time-bound, measurable steps and accomplishments needed to reach your goal. It can be a complicated and malleable process where you sometimes adjust even the goal itself.



GOAL-SETTING STRATEGIES

So you have an idea of a goal. How do you actually set it?

Luckily, decades of research have unlocked the science of goal-setting strategies. Best of all, these time-tested strategies are simple to use and proven to work!

SMART Goals for All Planning

The SMART method is the most all-purpose and widely used method to set goals. SMART stands for:

SPECIFIC:	Rather than seek broad or amorphous goals, narrow them to specific outcomes.
MEASURABLE:	To determine when or if you've met your goals, establish a way to measure them, such as by dollar amounts or units sold.
ATTAINABLE:	Ensure your goals are attainable and realistic.
RELEVANT:	Establish goals that fit your personal or company brand, needs and culture.
TIME-BOUND:	Create timelines for when you expect to realistically meet your goals.

HARD Goals for Individuals

The HARD goal-setting strategy is best for solopreneurs, entrepreneurs and those learning new skills or setting career goals. HARD stands for:

HEARTFELT:	Begin with why you want to reach this goal and what it will mean to you on a personal level.
ANIMATED:	Envision what you truly intend to achieve and what change that achievement will bring.
REQUIRED:	Consider what you will need to learn and do in order to best achieve the goal you are setting.
DIFFICULT:	Set ambitious goals that push your limits and take you out of your comfort zone.

FAST Goals for Teams

Some goals require teamwork. The FAST goal-setting technique is best for group goals, like those set between a manager and co-workers at a place of employment. FAST goal setting means:

- F**AST: Discuss all aspects of the goal—from wins to setbacks—with the team often.
- A**MBITIOUS: Set challenging goals, which create a bonding sense of unity and purpose.
- S**PECIFIC: Ensure goals are specific and measurable, with timelines and deadlines to keep everyone working cohesively and on track.
- T**RANSFORM: Build greater understanding and cohesion by being transparent about objectives, goals and each team member's unique role.



FIGURING OUT THE “WHY” BEHIND YOUR GOALS

It's easy enough to plug potential goals into a formula and devise steps to achieve them. However, this makes the goal-setting process feel sterile and inhuman, which is the opposite of how it should feel. You should be excited, motivated and passionate about your goals.

That's where the True Success Formula from wealth psychologist Elizabeth Lombardo, Ph.D., comes in. It's comprised of three pillars that are paramount to creating and enjoying real success in your life:



Passion

Exhibiting positive energy
even during tough times



Purpose

Having meaning
in your life



People

Optimizing your
relationships

How can the True Success Formula help you with your goals?



Passion: Boosting Your Positive Energy

When you are motivated by passion, you appreciate what is happening and are empowered to make things even better.

This is in sharp contrast to victimhood. When we are in a place of victimhood, we feel helpless to make changes. Victimhood can take many forms: blaming external circumstances (if only I didn't have so much work), other people (if only my partner was more supportive) and the past (I tried in the past and it didn't work, so I am stuck). While we cannot always change the situation, we can always change our reaction to it.

Fear in the form of perfectionism (it needs to be perfect or else why bother) and procrastination (it will be horrible to do, so I am going to put it off) can also rob us of our passion.



One way to apply passion to help you achieve your goals is to stop beating yourself up. Stop dwelling on what you should have done and start thinking about how you can use past “failures” to make more informed decisions.



Purpose: Finding Your “Why”

It is often easy to be motivated when you start with a new goal. The excitement of achieving your goal is high. If you have ever gone to the gym during the first few weeks of January, you’ve felt this.

What happens, though, when the honeymoon phase of making a resolution wears off? That’s when mindsets of “I’m too busy,” “There’s not enough time” or “I can never really do that” can take over.

Purpose can prevent this from happening. Your purpose is your “why,” or the meaning behind the changes you want to make. We have all heard the stories about grandmothers who lifted a car off their grandchild after the little one unexpectedly got caught underneath it. While those are extreme cases, they are a great reminder of the power of purpose.



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People: Surrounding Yourself With Great People

We are social beings. As such, optimizing your relationships with others is an important component of True Success.

When it comes to achieving your goals, this pillar is a great opportunity to solicit assistance. This could mean making sure your partner is willing to support your desired change, having an accountability partner, hiring a coach or joining a group of like-minded individuals.

We are a combination of the five people we spend the most time with. If you are hanging out with Negative Nellies (people who have every reason in the book for why they cannot achieve their goals and focus on the past as a reason for their current situation), you are more likely to be in a state of victimhood. This results in failing to achieve your goals and maintaining the status quo.



Find people in your life who can support you—the best version of you. Seek them out as friends, colleagues, co-workers and community members. This does not mean you have to get rid of all unsupportive people in your life. Instead, look for ways to create a network that helps empower you—and where you may empower others.

DREAM BIG: TIPS FOR SETTING YOUR MOST AMBITIOUS GOALS

Once you know your “why” for small goals, you can aim to set bigger ones. It’s easy to set small goals, like wanting to save \$500 in the next six months. While smaller goals are important, you should also remember your greatest goals.

These are the scary ones—the ones you’re a little nervous to tell others about for fear of being shot down. But when you put that fear or nervousness aside, you have the chance to set goals that will change your life.

Follow these 10 tips to set your greatest goals:



1. Your most important goals must be yours.

Not your spouse’s. Not your child’s. Not your employer’s. Yours. When you let other people determine your definition of success, you sabotage your future.

2. Your goals must mean something to you.

When you write down your goals, you must ask yourself, “What’s really important to me? What am I prepared to give up to make this happen?” Your reasons for charting a new course of action should be what gives you the drive and energy to get up every morning.

3. Your goals must be specific and measurable.

Like any goal, your life-changing aspirations need to be specific. Vague generalizations and wishy-washy statements aren’t good enough.

4. Your goals must be flexible.

A flexible plan keeps you from feeling suffocated and will allow you to take advantage of the genuine opportunities that walk through your door in the future.

5. Your goals must be challenging and exciting.

Force yourself to jump out of your comfort zone to acquire that energy and edge. Setting challenging goals will push you to do and try more, which, in turn, will expand and increase your life's potential even further.

6. Your goals must align with your values.

Pay attention to your intuition and your gut instincts. When you set a goal that contradicts your values, something inside of you will twinge. Notice that and revise your goals accordingly.

7. Your goals must be well-balanced.

Make sure you include goals that allow and encourage time to relax, have fun and enjoy spending time with the people in your closest circle.

8. Your goals must be realistic.

Be expansive, but don't be ridiculous. If you've never played basketball, you will probably never play professionally. Also, be sure to allow yourself time to reach your goals.

9. Your goals must include contributions.

Unfortunately, many people get so wrapped up in pursuing their goals that they don't find time to give something back to society. Build this into your goals program.

10. Your goals need to be supported.

Either selectively share a few of your goals with several people or share all of your goals with a select few people. In either case, you're creating a web of support and accountability for yourself.

GETTING STARTED

Now it's time to start your master plan. Give yourself some quiet time, put on some relaxing music and write down 101 goals—that's right, 101.

Open your mind to all the possibilities. Start each goal with "I am" or "I will." Don't even think about restricting yourself. To help you with this process, here are some key questions to ask yourself:

- **What do I want to do?**
- **What do I want to have?**
- **Where do I want to go?**
- **What contribution do I want to make?**
- **What do I want to learn?**
- **Who do I want to meet and spend my time with?**
- **How much do I want to earn, save and invest?**
- **What will I do for fun and optimal health?**

This process might take two hours, or it might take two weeks. Don't stop until you have 101 goals. Remember, you're building your better life here—it's the only one you have.



STAYING ON TRACK TO REACH YOUR GOALS



Whether you're aiming for small goals or your biggest ambitions, accountability and staying on track are the most difficult parts of reaching your goals. Use these five tips to help you stay motivated:

1. Use micro goals to work toward the important ones you've set.

Long-term goals may leave you feeling less motivated because you haven't moved noticeably closer to your objective each month. Using micro goals can help you stay motivated for long-term ones. These are the specific steps you need to take to reach bigger long-term objectives.

2. Define steps to reach your goals.

Consider your goals as the destination of a long road trip. While you know where you want to end up, you have to plan the route to get there.

After setting a goal, list the steps you can take to reach it. These steps should be as specific and actionable as possible. Nonactionable steps can lead to burnout or confusion about what to do next.

3. Reward the little wins.

It might take a while to achieve your dreams. You'll likely have setbacks or delays—and that's OK. Rather than focus on the setbacks, reward yourself for the wins.

Rewarding micro goals or milestones encourages you to stay motivated, which is important when pushing toward your final goal. Your reward doesn't have to be big, either. Rather than throw a big party or spend money on a physical reward, find something meaningful to you to celebrate the occasion.

4. Review your progress.

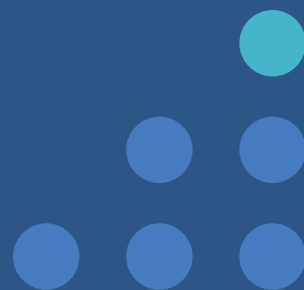
The best part of using measurable goals is knowing you can track your progress toward achieving them. Review your progress periodically to see how far you've come and where you need to go.

Your review shouldn't only be a practical check-in on your goals. You should also use it as an opportunity for introspection on your dreams.

5. Adjust your goals as needed.

Most goals shouldn't be a strict, rigid plan. Don't be afraid to make adjustments or changes as needed. You might not meet your objective in the time frame you hoped, or you might realize it's unrealistic for your current situation. Rather than give up completely—which will lead to feeling down and defeated—reflect on your goals and adjust them to fit your current needs.

WHAT HAPPENS AFTER REACHING A GOAL?



The basis for knowing where we want to go is knowing where we came from and where we are. It is also knowing how well we have achieved the things we previously set our eyes on. This is the essence of evaluation and reflection. We need to understand how to look at what we have done and use it as a platform for what we want to do next.

You're not finished when you reach a goal. Rather, you're simply ready to set out on your next goal-achieving adventure. When you accomplish a goal, take time to reflect and evaluate the good, bad and powerful parts of the goal process.



Find a quiet place

Reflection is best done away from distraction. It gives your mind space to think.



Take regular time

Whether once a week, every other week or once a month or quarter, be sure to set aside a regular time at regular intervals to evaluate and reflect on your goals.



Look back

Look at what you have accomplished and where you are. Be specific. Be truthful. Be ruthlessly honest.



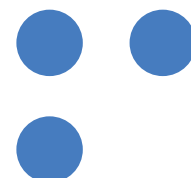
Write it down

Keep a record. This gives you the chance at the next stage of evaluation to see exactly where you were last time and keeps the process as objective as possible.



Look forward

Set your next goal. Stretch yourself according to what works for you.





TAKING CONTROL OF YOUR FUTURE

At their simplest, goals are a way to take control of your future. The tips, strategies and encouragement in this e-book have hopefully motivated you to invest in your future self through goal setting.



Wondering where to start? Try setting a small, short-term goal to get a feel for the goal-setting process. As you achieve smaller goals, aim bigger and work toward longer-term hopes and dreams.