



Goal Setting



- **What is the difference between a mission and a goal?**
 - ❖ Missions are a statement of intent
 - ❖ Goals are specific and always measurable

- **What is the mission of the SWTX Conference UMM?**



Principles of Goal Setting



Seven Principles For Setting Goals



- **Desire**
- **Written**
- **Plan to deal with resistance**
- **Deadline**
- **Planning**
- **Mental Picture**
- **Persistence**



1. Desire

- **Have you set personal or business goals and failed to achieve them?**
- **WHY?**
- **Because we did not have a strong enough desire.**
- **We need INTENSE desire - a PASSION.**
- **How do you intensify desire?**
 - ❖ Desires start in the mind.
 - ❖ Keep your mind focused on it.
 - ❖ When you stay focused, the desire becomes strong.
 - ❖ Then? Action follows right after.
 - ❖ Detail makes the difference.
- **By listing benefits!**
- **This is the first step of goal achievement and the foundation.**



2. Write it Down

"An unwritten want is a wish, a dream, a never happen. The day you put your goal in writing is the day it becomes a commitment that will change your life. Are you ready?" -- Tom Hopkins



- **Why is the mechanical act of writing so important?**
 - ❖ Writing transfers those expressions onto something tangible.
 - ❖ Now when we read and re-read that phrase or sentence the impression on the mind becomes deeper and deeper.
- **Don't be content with a first draft.**
- **Rephrase it, compact it, add motivating adjectives. Keep on fine tuning.**
- **Putting it in writing breathes life into it making it a force which cannot be easily stopped.**
- **To put it succinctly, "Write Goals Down To Tie Them Up!"**



3. Dealing with Resistance



➤ **Bypass Resistance**

- ❖ When you set a goal, write down a list of potential obstacles.
- ❖ Then, develop a strategy.

➤ **Preparation is invaluable.**

- ❖ If and when you reach the obstacle you know what to do.
- ❖ You have already made up a contingency plan!

➤ **Gather Assistance**

- ❖ Research the subject and educate yourself.
- ❖ Become knowledgeable on what you are trying to achieve.

➤ **Do you personally know people who have accomplished what you are seeking?**

- ❖ Talk to them. Get input.
- ❖ How did they do it?



4. Deadlines

➤ **Deadlining your goals:**

- ❖ 1) Break them down into manageable stages.
- ❖ 2) Work out a reasonable time frame for the accomplishment of that stage and factor in a safety margin for unexpected delays.

✓ *This prevents disappointment and discouragement through missing the deadline.*

- ❖ 3) Put the deadline date for each stage in your computer planner or diary.
- ❖ 4) Get the deadline date from the last stage.

➤ **When you have a set reasonable stages, your focus is clear.**

Karl Kraus (1874-1936), Austrian satirist, once gave this definition of a journalist: "A writer whose skill is improved by a deadline: the more time he has, the worse he writes."



5. Planning

➤ **Achieving goals requires planning.**

- ❖ In Step 3 we discussed the importance of identifying obstacles and acquiring help.
- ❖ In Step 4 we saw the need for deadlines and the need to make another list of manageable slices or segments.

➤ **Now Step 5 involves using all the information gathered from these two previous steps.**

- ❖ Combine all these lists and put them in a logical order
- ❖ Lay out the manageable steps in order of progression interweaving the details from your obstacles list and help list.
- ❖ Get a large sketch pad and play around with the order of things until the plan begins to flow.



5. Planning (cont.)



- **Make sure your plan is not too rigid!**
 - ❖ So factor in room for the unexpected.
 - ❖ If one deadline is missed it should not jeopardize the rest of the plan.
- **Once this session is completed you now have an action plan.**
- **(But we're not through yet.)**



6. Mental Picture

"If you want to reach a goal, you must 'see the reaching' in your own mind before you actually arrive at your goal." -- Zig Zaglar



- **Think in pictures.**
- **Imagine yourself as a movie director.**
 - ❖ Visualize the script
 - ❖ Guide the production crew and actors.
- **Visualize yourself enjoying the benefits of having reached your goal.**
- **Put the MGM studio in your head!**



7. Persistence

- You will find the most successes come from more attempts and spending longer hours than anyone else.
- They just keep on striking out, often against all odds.
- Persistence is absolutely essential.
- The previous six steps are also essential and crucial **BUT** if you do not persist your wonderful plan can go down the drain.
- "The Remaining 90% - Sheer Persistence"?



Specifics of Goal Setting



Steps to Goal Setting



➤ **Understand (and believe in) the organization's mission**

- ❖ Goal **MUST** support the overall mission of the organization!!

➤ **Believe in yourself**

- ❖ Is this goal something I really want?

- ❖ Does this goal serve me in my life right now?

- ❖ What will I need to bring this dream into reality?



Steps to Goal Setting



- **What actions must I take to achieve the mission?**
 - ❖ These actions become the goals.
- **How will I know when the mission has been achieved?**
 - ❖ When all the goals have been accomplished.



S.M.A.R.T. Goals



➤ **Sensible**

❖ Does it make *sense* to do this?

➤ **Measurable**

❖ How can I *measure* when I have arrived?

➤ **Attainable**

❖ Can I actually *attain* this now?

➤ **Realistic**

❖ Is it possible and *realistic* at this time?

➤ **Time Line**

❖ How much *time* will it take me?



Let's make some goals!