

Takin' Care of Business



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Golden Rules of Goal Setting



Have you thought about what you want in five years' time? Are you clear about what your main objective at work is at the moment? Do you know what you want to have achieved by the end of today?

If you want to succeed, you need to set goals. Without goals you lack focus and direction. Goal setting not only allows you to take control of your life's direction; it also provides you a benchmark for determining whether you are actually succeeding. For example: Having a million dollars in the bank is only proof of success if your goal is to amass riches. If your goal is to practice acts of charity, then keeping the money for yourself is suddenly contrary to how you would define success.

To accomplish your goals, however, you need to know how to set them. You can't simply say, "I want" and expect it to happen. Goal setting is a process that starts with careful consideration of what you want to achieve, and ends with a lot of hard work to actually do it. In between there are some very well defined steps that transcend the specifics of each goal. Knowing these steps will allow you to formulate goals that you can accomplish. Here are our five golden rules of goal setting:

1. Set Goals that Motivate You.

When you set goals for yourself, it is important that they motivate you: this means making sure that they are important to you, and that there is value in achieving them. If you have little interest in the outcome, or they are irrelevant given the larger picture, then the chances of you putting in the work to make them happen are slim. Motivation is key to achieving goals.

Set goals that relate to the high priorities in your life. Without this type of focus, you can end up with

far too many goals, leaving you too little time to devote to each one. Goal achievement requires commitment, so to maximize the likelihood of success, you need to feel a sense of urgency and have an "I must do this" attitude. When you don't have this, you risk putting off what you need to do to make the goal a reality. This in turn leaves you feeling disappointed and frustrated with yourself, both of which are demotivating. And you can end up in a very destructive "I can't do anything or be successful at anything" frame of mind.

Tip: To make sure your goal is motivating, write down why it's valuable and important to you. Ask yourself, "If I were to share my goal with others, what would I tell them to convince them it was a worthwhile goal?" You can use this motivating value statement to help you if you start to doubt yourself or lose confidence in your ability to actually make the goal happen.

2. Set SMART Goals. The simple fact is that for goals to be powerful, they should be designed to be SMART: *Specific, Measurable, Attainable, Relevant, Time Bound,*

Your goal must be clear and well defined. Vague or generalized goals are unhelpful. They don't provide sufficient direction. Remember, you need goals to show you the way.

3. Set Goals in Writing. The physical act of writing down a goal makes it real and tangible. You have no excuse for forgetting about it. As you write, use the word "will" instead of "would like to" or "might." For example, "I will reduce my operating expenses by 10 percent this year," not "I would like to reduce my operating expenses by 10 percent this year." The first goal statement has power and you can "see" yourself reducing expenses, the second lacks passion and gives you

an excuse if you get sidetracked.

Tip 1: Frame your goal statement positively. If you want to improve your retention rates say, "I will hold on to all existing employees for the next quarter" rather than "I will reduce employee turnover." The first one is motivating; the second one still has a get-out clause "allowing" you to succeed even if some employees leave.

Tip 2: If you use a To-Do List Add to My Personal Learning Plan, make yourself a To-Do List template that has your goals at the top of it. If you use an Action Program Add to My Personal Learning Plan, then your goals should be at the top of your Project Catalog. Post your goals in visible places to remind yourself every day of what it is you intend to do. Put them on your walls, desk, computer monitor, bathroom mirror or refrigerator as a constant reminder.

4. Make an Action Plan. This step is often missed in the process of goal setting. You get so focused on the outcome that you forget to plan all of the steps that are needed along the way. By writing out the individual steps, and then crossing each one off as you complete it, you'll realize that you are making progress towards your ultimate goal. This is especially important if your goal is big and demanding, or long-term.

5. Stick With It! Remember, goal setting is an ongoing activity not just a means to an end. Build in reminders to keep yourself on track, and make regular time-slots available to review your goals. Your end destination may remain quite similar over the long term, but the action plan you set for yourself along the way can change significantly. Make sure the relevance, value, and necessity remain high.

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