

EFFECTIVE GOALS NEED TO BE SMART

- S** Specific: Clear and well defined, something you can visualise.
- M** Measurable: Quantified in such a way that you can answer 'black or white' 'yes' or 'no' to the questions. 'Did I achieve this goal?'
- A** Achievable: Something that is possible in the real world.
- R** Realistic: Relevant to you. Taking into account restraints on time and resources and what is possible in your certain circumstances.
- T** Time-bound: With a set deadline.

In addition to these points the goals must be written down. Written goals are far more powerful than good intentions.

Further guidelines for setting effective goals include:

- Focus on the positive not the negative;
- The goals and steps along the path need an emotional attachment and reward.

Reward yourself with something that you would emotionally enjoy that would make you smile.

- Positive Affirmations;

Keep this written goal in a location where you will see it regularly. An Affirmation area is crucial to your mindset. Change and remember to say, feel and believe what you affirm in the present tense as if it has already occurred.

Eg. Saying I will earn \$100,000 is not in the present tense. Saying I earn \$100,000 is saying it in the present tense which is what the subconscious mind attaches itself to and will then manifest it in your life.

The Process Of Setting Goals

Here is a 6 step process for making a start in terms of achieving your goals.

1. Determine what you want to achieve in the **SMART** acronym.
2. Write down what the Purpose is behind the goal. Remember this is usually something heartfelt.
3. Clarify what your starting position is - how close or far away from the goal are you?
4. Figure out what steps and milestones that you need to go through to achieve your objectives.
5. Identify the first (or next) steps.
6. Ask yourself - what will I need to do in order to achieve this step? What obstacles do I think I will face and what do I need to do to overcome these obstacles?
7. Take action.

If you hit an obstacle along the way then just apply the same 7 step process. There is always a solution, you just need to visualise it and that will require you to step outside of the problem and focus not on 'can it be done' but 'how can it be done'.

Remember “Obstacles are those frightening things we see when we take our eyes off our Goal”.

In all this you will need to remain acutely aware of why you want to achieve your goals.

7 - 30 - 60 - 90 DAY GOALS

Sometimes we look at our goals and feel a little daunted as to how we might achieve them.

I recommend that you apply a popular saying:

"The way to eat an elephant, is one mouthful at a time".

The idea is simple enough. Break down large goals into a series of sub goals. In this case over 7 – 30 – 60 - 90 days. Then provided you keep setting your goals and evaluating your progress you'll make smashing progress without necessarily knowing it.

7 day goals

Are mini 'to do lists' as you list out all the tasks that you want to have accomplished by the end of the week. I like to set my goals on Friday or Saturday as I like to come into the week knowing exactly what I am going to achieve.

30 day goals

Are slightly more ambitious usually and require a series of steps to achieve. Eg. A 30 day goal could be to have reached my monthly sales target.

60 day goals

Need to be more challenging again. When I say challenging I mean just out side of your comfort zone not too far though as to seem impossible. Eg. a 60 day goal might be to keep the consistency of achieving my monthly sales budget for 2 months in a row.

90 day goals

3 months is a long time so the purpose of the 90 day goal is simply a matter of establishing a general direction that you want to continue in or head in. The tasks maybe quite large eg. increasing my monthly sales budget by 10% and achieving it consistently.

Trying to do too much too fast is a trap that you would want to avoid. Sustained yet controllable processes are made when you combine vision and action and completion.