

Setting & Achieving Goals

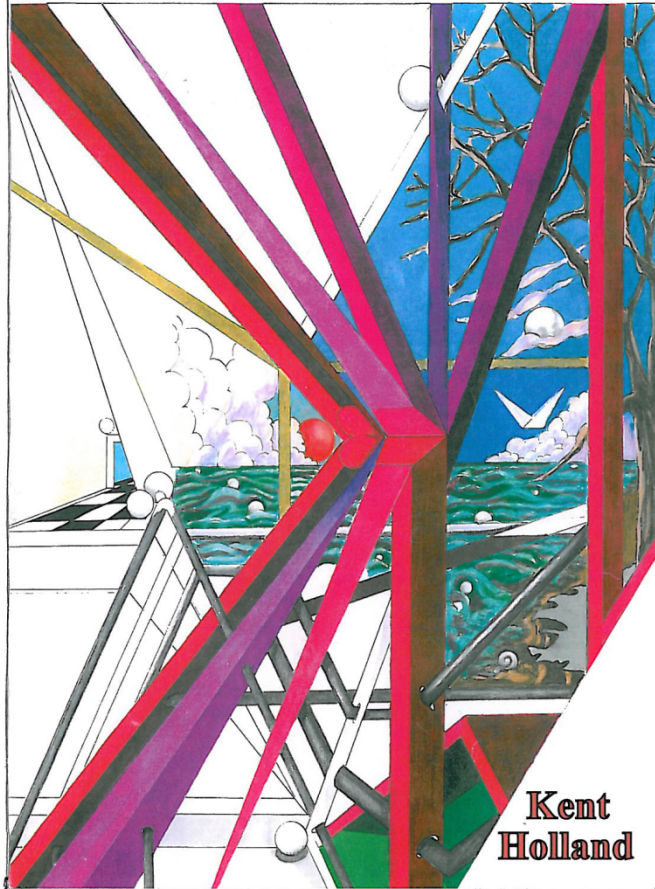
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Working On Purpose



Kent
Holland

AIA Registered Course

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- The course is based on a book by Kent Holland, entitled “Working on Purpose” and is available at [Amazon.com](https://www.amazon.com).

Learning Objectives

- Learn why goals are necessary and how to set them in writing;
- Increase confidence in asking for what you want and need;
- Learn effective elements of goal setting;
- Learn the important of goals for leisure as well as for work;
- Use a series of exercises to set and achieve goals.

Successfully Setting and Achieving Goals

- *“Unless you have definite, precise, clearly set goals, you are not going to realize the maximum potential that lies within you....”*

“A man or a woman without a goal is like a ship without a rudder. Each will drift and not drive. Each will end up on the beaches of despair, defeat and despondency.”

- Zig Zigler



When not seeking goals we begin to stagnate.

- Only 3 percent of Americans specifically commit their goals to paper.
- In a study at Yale in 1953, researchers interviewed graduating class members and found less than 3 percent established goals or a plan.
- A follow-up study of that class in 1973, found the group with established goals were better adjusted emotionally, socially, and economically. Moreover, the 3 percent with goals were worth more than the other 97 percent of the class members combined.

Goals help us by:

- 1. Give us a sense of meaning, purpose and direction.
- 2. Enable us to live in present while planning for future.
- 3. Promote our enthusiasm and persistence.
- 4. Help us to prioritize and making us more effective and efficient.
- 5. Provide us a means to evaluate our progress.
- 6. Help us communicate what we want and need.

We Need to Feel a Compelling Reason to Plan

A WORLD OF POSSIBILITIES
AHEAD



Lack of Goals Leads to Depression

- Without goals and direction, people feel down and depressed. The only way to make long term changes is to have long term goals.



Why People Don't Set Goals

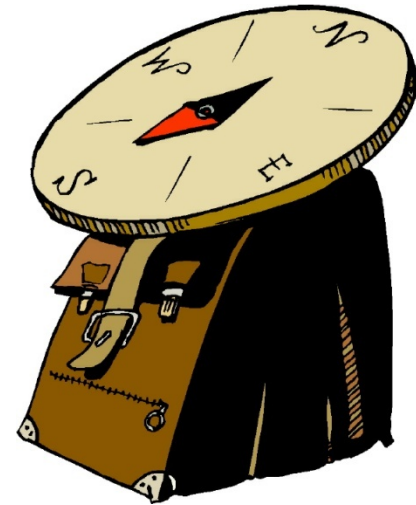
- Poor self image that inhibits visualizing great possibilities and outcomes;
- Lack of conviction that goals are necessary or beneficial;
- Lack of knowledge concerning how to set them; and
- Fear of failure and embarrassment.

Elements of Effective Goal Setting

1. Set goals that come out of your heart – your passion.
2. Set goals big enough to motivate you but realistically achievable.
3. State goals as positive statements of what you're doing.
4. State goals in great detail.
5. Set long-range goals. Break down as short term goals and activities you can begin today.
6. Set goals to be met on a daily basis.
7. Share goals with others who will encourage, support and help you, as well as hold you accountable.
8. Measure and keep track of your progress in achieving your goals.

Be sure that the goal arises out of your values and core beliefs

- Goals must be of sufficient importance to you that you are willing to accept the costs and consequences of pursuing the goal.
- Every goal has a cost and a benefit
 - “No pain, no gain.”



How Big are Your Goals?

- Goals should be big enough that they create sufficient excitement to motivate us to accomplish them.
- In *Good to Great*, Jim Collins calls these Big, Hairy, Audacious Goals (BHAG)

Goals: Long and Short

- Set long-range goals, and then get started doing short-term activities consistent with the long-range goal.
- Keep the big picture always in front of you.
- By visualizing into the future you will more likely overcome short-term roadblocks.

State your goals with specificity

- The more descriptively you state the goal, the more real the goal will become to your subconscious mind and the more ingrained it will become in your psyche.
 - I'm driving my new, silver, Chrysler Convertible by this coming Spring
- The more you begin to experience the outcome from this goal as already being reality, the greater the likelihood that it will become true. Goals must be specific and focused.

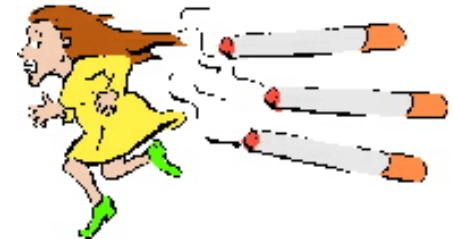
Goals Exercises #1

Writing Down your Goals

- **1) Write down all your goals.** If time, money and ability were not an issue, and nothing could stop you from succeeding, what goals and activities would you accomplish? *Just write down anything that comes to mind. Don't think too hard on this.*
 - **Short-term—to accomplish as soon as possible**
 - **Intermediate-term—to accomplish within 3 years**
 - **Long-term—to accomplish in your lifetime**
- **2) Prioritize the Goals you listed**

Positive Statments

- **Goals are most effective when they are stated as positive statements.**
 - State affirmatively what you want to move toward instead of negative goals of what you want to stop doing or move away from.
 - Be certain that your focus is on what you want



Goals Exercise #2

Refining Goals to Positive Statements

- Re-write the top two or three goals from each group (short-term, mid-term, long-term).
- Write them as Positive statements of what you are accomplishing (*Put yourself in the place where you are already accomplishing your goals and describe them from that perspective*);
 - Make these statements as detailed and specific as you can imagine; and
 - State the time period in which you are accomplishing these goals.

Set goals to be met on a daily basis

- Unless we chunk the big goal down into manageable daily goals, they will remain nothing more than a day-dream.
- How do you eat an elephant?

Goals Exercise #3

Long-term goals beget intermediate and short-term goals

- As you review your long-term goals you will want to chunk them down further into milestones or short-term goals that need to be accomplished along the way to achieve your long-term goals.
- Write down short and intermediate-term goals (not already listed in your previous exercises that will be needed for you to achieve the long-term goals.
 - State them in the same positive format.

Share your goals with others

- We need positive feedback to assure us that we're on the right track.
- It helps to have others acknowledge our progress.
- Success begets success.



Goals Exercise #4 - Accountability

- Keep track of how well you are following through with your planned new positive habits.
- Take the list of positive new activities and habits you noted for yourself in previous exercises and post them someplace where you will see them frequently
 - On a calendar, a “to do” list, a wall, a refrigerator door, or above your desk).
 - Make a check mark or note on the list when you do the activities for growing positive habits.

Establish a way to measure how you are doing in achieving your goals

- It's easier to measure accomplishment of specific details than it is vague generalities.
- We need language precisely defining what we want and how we will know when we have gotten it;
 - otherwise our goals will be meaningless generalities that do not pull us forward into action.



Forming Positive Habits versus Exercising “Self-Discipline”

- Don't make this an exercise of self-discipline.
 - Think, instead, in terms of creating positive new habits.
- We have habits in every aspect of your life, including physical, mental, emotional and spiritual: and
 - in each of our roles as
 - worker, spouse, parent, community member, etc.

How are Our Habits?

- Our habits are either working for us or against us.
- If we find that a habit is not working for us, we need to change it and adopt a new habit that is congruent with our goals.
- If we keep repeating the same old habits we are going to end up with the same result, no matter how much planning and goal setting we do.
- Forming new habits is where the rubber meets the road.

Goals Exercise #5 – Weaknesses & Barriers to Overcome

- For each of your important goals, list any personal weakness or barriers that may get in the way of accomplishing them.
- Examples might be things like these: “low energy”, “poor physical fitness”, “unorganized”, “poor use of time”, “addictions”, “temper”, or “not enough education”.
- Make a list of Weaknesses and Barriers that you feel may be standing in your way of achieving your goals.

Goals Exercise #6 – Developing Good Habits

- Referring to the list you made in the last exercise, make a list or table that has three column headings.
- **In column #1**, “*Weakness/Barrier*,” list each weakness or barrier you identified in the previous exercise.
- **In column #2**, “*Positive Opposite*,” re-state each negative barrier as its positive opposite.
- **In column #3**, “*Positive New Habits*,” list positive habits you are developing to *pull* you into the desired change.
 - “I’m going to the gym three times a week”

Ask and Ye Shall Receive

- We need to ask for what we want.
- We need to know how to ask.
- And we need to know who to ask.
- We also need to gain confidence that it is OK to be persistent in asking.

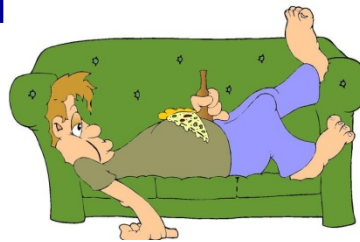


Ask Intelligently

- **Intelligent asking includes:**
 - Ask specifically for what you want;
 - Ask the right people;
 - Create value for the person from whom you are asking;
 - Ask with congruent belief and ;
 - Be persistent in asking.

Goals for Our Leisure Time?

- Having leisure at one's disposal does not improve the quality of life unless one knows how to use it effectively, and it is by no means something one learns automatically.”
- Dr. Csikszentmihalyi concludes that “just free time with nothing specific to engage one's attention provides the opposite of flow: psychic entropy, where one feels listless and apathetic.”



Planning for the Long-Term, but with Manageable Time Periods

- The Value of a Three-Year Plan
- Balance All Areas of Life
- Evaluate Whether Time Spent is Consistent with Goals
- Visualize Reaching Your Goal

Goals Exercises

- Use the exercises provided with this course to impact your life.
 - You can leave this workshop with just some nice theory to think about, OR
 - You can start now to immediately put into practice some life changing, goal setting habits.
 - Proof that the principles presented in this course work!
 - I encouraged my children to set and achieve their goals using these techniques. Visit my son's website:
 - <http://www.JoelKentHolland.com>

GET THE BOOK

- The book, *Working on Purpose*, contains 15 exercises covering, goals, time, and purpose/mission.
 - Book (145 pages) will be offered almost free to all attendees for a limited time – (pay shipping and handling costs of \$8.95). Go to www.WorkOnPurpose.com.

QUESTIONS?

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