

# Setting Goals - Why Is It So Important?



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# #1: Setting Goals - Why Is It So Important?

Having goals to work towards, whether life or business and writing them down, enables focus... focus on devising ways to achieve them. When someone makes a decision and then begins focusing on reaching a specific goal... and far better in a set timeframe, your powerful subconscious mind gets to work and starts working on ideas and developing important strategies in ways to enable the successful achievement of the goal.

When you set yourself specific, concrete goals and have written them down... both your conscious mind and subconscious mind start developing a plan of action. You will begin asking yourself many questions about what is required to enable you to achieve what you have set out. You may find yourself thinking up incredible ideas and solutions to what were seemingly previous problems or obstacles. Solutions and ideas may start entering your mind. Our subconscious mind is an extremely powerful tool. It will record whatever you say or think, unable to discern right from wrong, good or bad. So watch what you tell yourself! The more often you remind yourself of your goals in a positive way, the more your mind will work on ways for you to achieve them. Some people say that solutions come to them when they are asleep and dreaming or just as a "lightbulb moment" when they least expect it!

You may or may not have noticed that there is no link between being a wealthy person and having a high IQ or degree. If there was a link, every professional and graduate would be very wealthy. Most of them, unsurprisingly, end up the same way as 95% of the populace.

The important thing to remember is that the majority of wealthy people have set goals for themselves and achieved them. They invest time in study and learning with regards to the creation of wealth and are keen to take lessons from other people's mistakes, including their own. They set goals, and know that they will be able to achieve them if they get to understand the ways in which other people have conducted themselves and the things that others have done to succeed. Wealthy people create their wealth by carefully using the income that they have available to them to their best advantage. They know that working harder and longer hours is not the way to achieve financial freedom, instead they have to use what they have, and improve on it.

## Setting Goals.

When you start define your goals you need to make sure that they are as specific as possible. A vague idea or generalised one, rather like "I want to buy investment properties and become wealthy" is not enough. You need to be far more detailed. "I want to own my first investment property within six months. I will save for the legal and bank fees, and borrow 100% of the value of the property. I will find an extremely well priced, three bedroom house that is close to schools and facilities. It will be new or less than ten years old. It will be structurally sound, requiring a minimal amount of maintenance. I will find a good agent to manage it, who has a lot of experience and will find me a good tenant."

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This is a specific goal, and you could add many more things to it. Because your goal is now specific your mind immediately starts to ask questions such as "How much money will I need for the fees and charges? How much does that relate to if I break it down on a weekly basis? Will I have to look at my current expenses to ascertain where I need to reduce my outgoings so as to make up the difference for the amount I need to save?" Specific goals help you to create realistic action plans. As the old saying goes, "If you fail to plan, you plan to fail".

You will find that if you actually write down your goals on a piece of paper, and put it in a prominent position, like on the bathroom mirror, the fridge door, on your desk at work, so that you will read it often, your subconscious as well as your conscious mind will start asking questions and coming up with answers. You will find that you have already started to take the relevant steps to reaching your goals.

It is helpful to have a number of goals, ranging from daily, weekly, monthly, yearly, ten yearly etc. You may always refine and change your goals as time goes on and situations change.

You may find that it is easier to start at perhaps a 40-year mark, and then work backwards. Try to work out what steps would be needed to achieve your 40-year goal, and spread them out over the different time spans, to what you would need to achieve to end up with the final result. If you are of an age where 40 years might pose a bit of an issue, if you see what I mean, then a "sensible" timeframe will of course be perfectly in order!

Try to make your goals realistic and achievable. Do not set a goal that is too hard. Set lots of small, easily achievable goals and work step by step to achieve your road to success. Stay positive. Believe in yourself and your abilities to succeed, even if other people patronise you or try to put you off, or tell you there is no point. It does happen and you will be quite surprised who says these things!

Setting and achieving goals help you to create a stronger character. It is always helpful to remember that our brain cannot entertain both positive and negative thoughts at the same time. If you stay positive you will dispel negative thought patterns. Even if you come across little obstacles that get in the way of your goals, don't give up. Focus on finding a solution, rather than focussing on the problem – utilise a positive response.

Focussing on finding solutions enables you to put your brain to work, to find ways around things. If you just see an obstacle as a problem and just accept that life has dealt you a blow, and let it stop you in your tracks, then you will never learn and grow. Remember that children learn to walk by falling over. Focus on the long-term achievements that you want to fulfil, and it will be easier to overcome your immediate problems.

## #2: Writing Down A Precise Mission Statement Can Drive Your Life & Business Forward

Most people measure us by our accomplishments — what we've done.

In my experience, most people compile their track record of accomplishments BY MISTAKE; that is, we don't have a plan, we simply react to opportunities as they arise. In other words, our accomplishments are externally motivated, not internally driven. What this argues for, of course, is a consciousness of mission — what each of our lives is really about.

That's what we will discuss here — your Personal Mission Statement. A Personal Mission Statement will help you to organise your entire life — your time, your thoughts, your priorities. Actually, a personal mission statement, conscientiously developed, will change the way you view everything in your life.

Your personal mission statement will force you to constantly re-evaluate who you are, what you're about, and what you're doing. Your business mission statement will keep you on track to achieving what you have set out for the company over a number of years and so on.

The basics of a mission statement are as follows:

### 1. Make it short and to the point.

Nelson Mandela's mission statement, developed over his 27 years in prison in South Africa, says just this: "End Apartheid." Another great mission statement was developed by the Abraham Lincoln upon his inauguration as US President. "Preserve the Union." Note that mission statements can change. The US President Franklin Roosevelt started his presidency with a mission to "End the Depression." but a new one came about on the onset of WW2.

### 2. Keep your mission statement simple.

Use direct language. Be sure that a 12-year-old could understand the statement. Then you'll be more or less on track. Short sentences work. They are easily understood. See what I mean?



# Writing Down A Precise Mission Statement Can Drive Your Life & Business Forward

## 3. Make it memorable so it can be burned into your consciousness.

The rule of thumb here is that you must be able to recite it from memory. If you can't then chances are it's too long and too complicated. Remedy: simplify, condense, "laser" your thought process until you've said everything you need to say in the fewest and strongest possible words.

## 4. Eliminate excuses.

Before you can write an effective mission statement you must clear away the excuses that prevent most people from writing one in the first place. Don't make the mistake of thinking that your job IS your mission. It's only part of it... or not. Either way, remember that a mission is larger than a job. Your job may change, but your mission may not. In fact, there are times that a job MUST change in order that a mission be completed. So don't lock yourself in a box that says that you ARE your work. You're far more than that. Another trap... excuse... is "My role is my mission."

The operating principle here is that your role, too, may change. In fact, as your life and business evolves, your role will almost certainly change. The third excuse — the one most of us don't want — is that we may believe that we're just not important enough to have a mission statement. Sure, it's fine for a big company to have one, or for a country to have one, but I'm just one of the "little people," so I don't DESERVE one. Parenthetically, we almost never say this aloud. What we do say, at least to ourselves, is that we don't NEED one. WRONG, WRONG, WRONG!! Get rid of all that silly thinking. Focus. You'll be glad you did.

Finally, clear out influences that have driven you in the past. A mission statement isn't about what you think you should be doing. It's about what EXCITES you. So instead of listening to all those voices from the past... the ones that told you you weren't worth anything, that you'd never succeed, and so forth.

**Concentrate on your gifts, your dreams.**

# #3: Five Steps To Goal Setting Success

Goal setting is the true secret to success in any area of life. But although setting a goal may seem simple, achieving it is usually another question altogether.

Why is that?

Because you will never achieve your goals unless you: (1) know exactly what you want, (2) are passionate about your goal, and (3) have a solid, realistic plan of action. This is what marks the difference between nebulous dreams and wishes – and truly achievable goals!

Many obstacles and challenges will fly right in your face when you're going after a goal. Here are 5 time-tested methods that will help get the success you deserve.

## 1. Know exactly what your goal is

Your first job is to discover exactly what your goal is. What will achieving that goal really look like? Be as specific as possible about exactly what your desired end result is. Your success will be a measure of your clarity – since an achievable goal plan cannot be created around a nebulous “dream.”

If your goal is to create a more successful business, what will that look like? Are you thinking in terms of simply hiring someone else to give you more free time? Are you looking for a very specific monthly profit? Or can your goal be best expressed in terms of a certain lifestyle?

Regardless of what you want, the best way to get it is to first clarify exactly what you want in as much detail as possible. This can be hard work. But without a clear mental picture, you'll never have the focus required to achieve your goal.

## 2. Be willing to pay the “entry fee”

Success takes dedicated planning and effort. In a way it's like building a house. In the beginning all you have is a rough concept. Then you develop a complete set of plans – and you immediately move closer to success. The same is true of creating a better lifestyle, or a more successful business.

But there's always an “entry fee” to be paid for success.

The entry fee?

Creating more success in your business may mean less recreational time. Writing your own book may require less TV. Being closer to your children may require adjusting your work or social activities.

# Five Steps To Goal Setting Success

It's the "full glass" deal. If your life (your time) is already full to the top, there's no room for something new. The entry fee is carving out the time to create that something new.

## 3. Focus on your goal every day

I'm sure you probably want to achieve your goal as fast as possible. That's why clear mental focus is so very important.

Consistent daily focus is absolutely necessary to "burn in" the new neural pathways you need to create your new goal. Without daily focus, the old mental habits that have kept you from your goal will continue to take over.

This happens automatically – since these old habits replay 24/7 deep in your subconscious mind. The only way to override subconscious anti-success messages is to consciously focus on what you DO want – and build new neural networks!

That's why success is an every-day event.

Re-commit to your goal every day. Don't let your goal take a back seat to the daily tasks and distractions that will try to take over. Life WILL try to get in your way. Just get, and stay, on course every day. Focus on your goal, and on success!

## 4. Get passionate

One of the most powerful tools in your "success tool box" is having real passion for your goal.

Why passion?

Because intense passionate desire for your goal will help you burn in those new neural pathways even faster. Many, many scientific studies have shown that intense emotion (passion) is a key success tool.

PLUS (and this is really a "big" plus), intense passion will also help you rapidly override any inappropriate old "failure messages" stored in your subconscious mind.

## 5. Take consistent action

In many ways, actually taking action can be the most difficult step. Successful goal achievement is built by taking one small action after another.

## The word is ACTION!

If you commit to take at least one small action each day, your actions WILL add up and make a difference. So avoid sitting back waiting for that big second when everything will magically "just happen."

# Five Steps To Goal Setting Success

You CAN create whatever you want in life. The secret is to determine exactly what you want, then pursue it passionately. But remember — in the end, only action counts! You can't just dream about it!

**You have to DO IT!**



# #4: Personal Success Through Goal Setting

Setting goals and objectives is a process which has very wide application in business, and it was certainly a part of my own business training which I had to put into practice regularly in the years that followed. Some of the better businesses and organisations will also incorporate personal goal setting into staff development, as part of the personnel (human) resources routine. But what about you as an individual? Can you use goal setting as a tool to help you achieve success?

Goal setting can, indeed, be a very useful, sometimes powerful assistant to your personal success. If you incorporate goals and objectives into your personal planning, whether short or long term, then your road to success will have a better foundation.

## Success? Success at what? That is entirely up to you!

If there is something in life you want to succeed at, then there will no doubt be some goals you can set to help you along the way; like stepping stones across a river when success is the opposite bank. In reality, you can apply goal setting techniques to any part of your life, whether it is to do with work, personal relationships, where you want to live, or a personal hobby or interest. So long as you set realistic goals at each stage, then they can be a very strong personal incentive, which will prepare you for the next stage. Eventually you will be able to look back and see how far you have come, and you can wave goodbye to those stepping stones and go on to new ones on another journey to success.

If you settle down and think clearly about what you want to succeed in, and then what you need to achieve in order to get there, you will quite naturally give a structure to a plan which you will follow; a structure that will incorporate goals you will need to achieve along the way. As with business goals and plans, your personal goals need to be realistic. If you have never driven a car and decide you want to be a Formula One race driver, then it does not make a lot of sense to go directly to Ferrari HQ and say "Here I am, can I race for you in next week's Grand Prix?"

If you are determined enough, you may become an F1 driver, but there are a few little goals to achieve first. That applies to just about anything. You need to pinpoint the key achievements along the way to success in whatever it is you wish to succeed in, set an appropriate series of goals, and then tick them off one by one.

# Personal Success Through Goal Setting

It is important to think clearly about your personal goals, as they are just that, personal. They are not your husband's goals, your parents' goals, or your brother's goals, they are yours. Keep focused on what you want to achieve, not what others would like you to achieve from their own viewpoint. Use the opportunity to incorporate lifestyle goals into your plan, such as living by the sea, having a nice house, anything that is important to you. Even happiness benefits from goal setting; you can think about everything that would make you happy, and then set goals to achieve each of those elements.

## Your Plan

Having decided your goals, then put them together in a plan that is realistic, otherwise you may be despondent after missing a goal which was impossible anyway. Set a reasonable timescale, and then try to aim for it step by step. If your chosen area of success is a competitive one, then remember that most people will just give up.

**But you will not give up, will you?**

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