

12. Set The Goals

Goal setting for success

Once you have determined that you have a Vision Statement that is working successfully for you, the time is right for setting the objectives that will lead you to even greater successes. Goal setting is the fourth of the five critical steps to your self-confidence. You will now learn that target setting is just as easy and rewarding as the three previous critical steps. You have recognised and embraced your uniqueness, you have been celebrating your achievements, and you have written a Vision Statement with principles, providing future direction that is reflective of your true character.

Have you ever wondered why most people feel a little unsatisfied with their lives? Provided the secret to continued self-belief and happiness was just having aspirations and fulfilling them, wouldn't everybody do that? Why don't people always succeed when they do set goals? Sometimes, of course, people do have success in attaining their endeavours. Have you noticed that those people, who attempt objectives and complete them, are very often already successful? Why doesn't the accomplishment of goals always work for everybody? Could it be that those people who triumph already have a more clear view of their own personal value? Isn't it just possible that the people who succeed already expect that they are going to have favourable outcomes, before they even strive for their results? It's more than possible, it's probable.

They already have the self-dependence to attempt to accomplish goals, and that's why they can set them, and get a satisfactory conclusion. When you ask people who have succeeded, what do they think of themselves, what do you think they will say? They will answer positively because they already know and willingly accept the person that they are as a friend. They recognise and appreciate their own separateness. You will see that even though

they will probably use different words than *embrace their uniqueness* they have a good self-image. That positive self-image is reinforced in yourself because of the depths of your character that you were prepared to explore in the development of your Vision Statement.

Your Vision Statement, based on your character ethic, acknowledging the unshakeable principles of life that you know to be true, is providing you with the strength to make the choices that you now know will give you the assertiveness to achieve your targets. It is imperative that you have your Vision Statement written, and that you feel it is working for you, before you attempt to set too many objectives. Goal setting won't work unless you firstly have respect for your own originality and self-worth, to maintain your positiveness, in order to succeed at achieving those ambitions. That is why goal setting took fourth place in the critical steps and not first or second place.

Individual and business application

This section not only has individual application, it is also important for executives to give some thought to in regard to their businesses.

Why undertake goals in the first place if you have a Vision Statement? Isn't that enough? The difference between your Vision Statement and your targets is that your Statement provides direction for personal accomplishment, and the goals focus on the activity required to consummate the approaching victories. Your Vision Statement provides leadership of your concepts and your goals provide the management for implementation. Make sure you understand the difference between leadership and management.

If a ship is travelling through Australia's Great Barrier Reef, the captain, although also expected to be a leader, provides management of the ships operations, while the pilot provides leadership, directing the course for the helmsman. Management without leadership could be

disastrous. You would not want your ship, or your business for that matter, heading in the wrong direction no matter how well it is operated. Leadership always comes first.

Your Vision Statement provides leadership from character and the goals provide management of those moral imperatives.

You should be aware that setting goals with a Vision Statement as support has nothing to do with time management. Smart business people recognise that to concentrate on time management is a waste of time. Leadership from smart companies and people comes from the acknowledgment that once you have learnt to manage yourself, everything else, including leadership from you, falls into place. They recognise that the more motivated and productive people are, the more likely it is that their company will be profitable and efficient.

The most productive people are the ones who are the most positive. People are at their best when they feel they have control over their own lives. Those people on a program of personal growth are the most positive, and have gained most control over their lives because of the advancement of their self-confidence.

Goal setting is planning

The goals are the action plans supporting the direction of the path you have chosen as described by the principles in your Vision Statement. Implementation of your goals will be the active steps for your future that leads to fulfilment and self-enhancement. Setting and then completing targets is the realisation of your potential.

Goal setting is planning. When you go on a holiday or just a road trip, you plan. Travel tickets have to be bought by a certain date, you need cash or credit cards, or you need road maps to determine the shortest or most scenic path. Life is far more important than a road trip, and life is a little more than a holiday. There are many moments of life that need to

be planned. That is not to say that life should be planned so that it can be kept within a rigid framework. The secret of life will always be to live it.

Planning is done so that life can be lived, not so that it can be controlled. You may choose to budget so you will need to control your spending. You may choose to go without so you will need to control your excesses. However, any time you choose to go without it must be because you have made a decision to complete the procurement of an ambition that requires abstinence. You may go without spending and keep to a budget because you've chosen to go on an overseas holiday and you plan to have more spending money. You may go without some favourite take-away food because you've chosen to fit into some particular clothes and you plan to complete a diet and exercise program. You might stop the routine of a regular night out because you have chosen to study and going without will support your plan to pass the exam that provides you with the job and future lifestyle you've planned.

Your responsibility to yourself first will never change, so the establishing of goals is important. Even if you don't do paid work, but have the substantial responsibility of staying at home and raising the family, you still have a responsibility to yourself. Never forget that if you don't plan some things for yourself you will soon become less happy with life and that will eat away at your certainty. Just as you have seen within the self-fulfilling prophecy, if you have a low opinion of yourself, because of an impaired self-image, others will have that opinion of you as well. Of course if you start to lose reliance in yourself that will also affect others in your life. This situation can eventuate just because you didn't take the time to plan something for yourself. Goals will provide you with the focus to complete your planning.

Types of goals

It is important to understand that there are many different types of goals. Your aims could be social, familial, work-based, physical, mental, spiritual or financial. Social objectives

will define your interactions with neighbours, friends or associates. Family purposes will determine a direction or plan that may be written independently or with the assistance and cooperation of your family. Work ambitions may envisage promotion or merely some action that will recognise your talents, leadership qualities, or a direction you believe your company should take. Physical purposes could be used to support a physical exercise program. Mental intentions may require the learning of something new through an educational course or by just reading another book. Spiritual goals may focus on the practice of meditation or religion, if they are your areas of interest. Financial aspirations imply a need for some material acquisitions, or financial security.

Once your objectives are decided upon it is important to write them down. Once you write them down they're not just dreams. The targets then have some substance. They can be adjusted and prioritised as required. Your aims are partly attained once you've written them down because you can actually see them and have given them some substance.

Carry your goals with you

There is another reason for writing them down. Having written them down, you can carry them with you and then, because you can see them, it is easier to extol the smallest triumphs of their realisation as they are reached. Within your goal plans, each step completed is an accomplishment, and every victory needs to be acclaimed.

Remember your responsibility to yourself first. By recognising and praising each triumph you gain, no matter how small, you will be enhancing your self-belief because you have had success within yourself. Keep in mind that you are being encouraged to be enthusiastic about the proclaiming of achievements. Without enthusiasm there would be very few great personal conquests.

You will then need to undertake your goals. The secret here is not to prioritise them in order of desire. The secret is to list them in order of ease of attainment. The reason for that lies in the steps by which your intentions are realised. When your goals are given some form of seniority, that makes them easier to complete. By prioritising the objectives in order of ease of accomplishment you are provided with the ongoing self-assurance to maintain the comfort of continuing to the next goal.

Big targets require many small steps, which are of themselves goals that need to be completed. Short-term aims can be, and usually are, related to your long-term goals. The importance of short-term objectives is to ensure that you are not overwhelmed by the tasks ahead. By fulfilling short-term goals your ability will rise to match your dreams of acquiring your long-term aims. Short-term targets are easily reached and will therefore inspire you to continue. For each of your objectives you need to ask yourself what is it that you need to do to bring about that goal. That will require you to come up with other, smaller designs, about which you must ask the same question. What is it that you need to do to achieve *that* goal?

Write down your incentives for achieving goals

Apart from making the target steps small, another key to accomplishment of your goals is to have enough reasons to reach them. When you write your goals, you also need to write the reasons for wanting to execute those intentions. One secret for fulfilment of any endeavours is to have them valued so they're clear, defined and measurable. Ask yourself what will motivate you to attain that goal? Ask yourself, is it for recognition, benevolence, competition, or is it for your family? Having determined the reasons or motivation for your targets, don't then neglect to write *them* down. Your goals should be updated and adjusted regularly. The important point of that exercise is to remember that any goal not fulfilled needs to be re-written with even smaller steps towards its achievement. The highlighted section of

the last sentence can of itself be written as an objective. As your aims are fluid, they will need frequent reflection, revision and refinement.

That way you own your goals and won't feel burdened by the effort of attainment because of changes in circumstances. Following that formula, your targets become realistic and achievable. Supposing your objectives are material acquisitions, the items achieved are usually of small importance. You would find that if your goal was a car, and you gave it away or lost it for whatever reason, the feat of acquiring it is what contributed to the advancement of your levels of self-belief. The real value in setting targets therefore may not lie in their procurement. The real value of setting goals could turn out to be your personal growth on the journey to their completion.

The most important result is what you have become by reaching your objectives. Naturally, accomplishing your goals will feed into and support your desire to maintain your levels of self-reliance. Don't forget to congratulate yourself and others for each step carried out in the reaching of your targets or theirs. Remember your Vision Statement is based on the principles, or ethics, of your character. Provided you have goals that support that Statement, you are well on your way to the self-confidence that you know will lead to you being acknowledged as a better person. You know from what you have learned of the self-fulfilling prophecy, that being identified as a better person will lead to a better life. You know you will look uncertainty in the face and suddenly it becomes certainty. You will find that conviction will produce success in all of your undertakings.

I can honestly say that I was never affected by the question of the success of an undertaking.

If I felt it was the right thing to do, I was for it regardless of the possible outcome.

Golda Meir (1898-1978)

What a wonderful feeling of self-trust you will portray when possible outcomes have no relevance because of a certainty that proceeding with *the right thing to do* ensures successful and positive results. You also know that others are now going to recognise the new boldness that your goal setting and completion of targets is providing for you. Hence, others will start to treat you with more respect, and give you the credibility you know you're entitled to because of your originality. The world will stand aside for you provided that you know where you're going.

The ten-point goal setting plan

The important points of goal setting are,

1. Decide what are your objectives,
2. Write them down,
3. Write your reasons for wanting those targets,
4. Be prepared to pay the price in time and effort to complete the goals,
5. Make sure your objectives conform to the character ethics displayed in your Vision Statement,
6. Make the steps for attainment of your aims small and easy,
7. Revise, change and refine your targets as circumstances change,
8. Carry a copy of your goals for daily reference,
9. Celebrate the accomplishments of each step to the completion of an objective. You deserve it.
10. Support others in their purposes; ask for, and expect, support from others in achieving your goals.

How does that work in practice? Look at an easy example, of taking a cruise. Points one and two: The objectives to write down could be a) decide where you're going — just around your own country or around the islands elsewhere. b) What will that cost? c) Will you need a passport? d) When do you want to go? e) How soon do you need to pay for it? Those are just the immediate objectives.

Point three. Now write down why you want that holiday. You may just need a break without any responsibility. This is a good opportunity to meet new people in a reasonable space where you can become familiar with some, or escape to your cabin when you feel that you just want to be alone.

The fourth point for goal setting — time and effort, calls for an expansion of your objectives into smaller graded goals such as, a) Phone or visit a travel agent this week. That is the easiest task. b) Ascertaining the cost determines when you can go — \$20 savings a week for a year provides \$1000 as a rough estimate for easy calculation. That calculation is your second task. c) Visit your financial institution this week and arrange an electronic transfer of the appropriate amount each week to a separate account until it is paid for. Fractionally more work with papers to sign for a second account. d) Make the arrangements for a passport within a fortnight from the day you set up your goal plan. A little more effort required because of paperwork and photos etc. but if you've fulfilled the other tasks this also becomes straightforward.

The fifth point relates back to your Vision Statement. As this often refers to respect for yourself and others there could be a need to let partners, friends and work colleagues etc. know of your plans. Those at your place of work may need to find a replacement for your absence, and friends or partners could determine whether or not you go alone. Just make sure that you are fulfilling obligations before you walk up the gangplank.

So far all the steps have been small, easy and graded, as the sixth point requires. By making them early you will not be caught out at the last minute and be possibly disappointed because you failed to make proper arrangements.

The seventh point requires you to keep perhaps a monthly check on such things as variations in the cost over a year or more, if it takes that long to save for, or changes in work conditions that may require reminding others of your intended absence. You could need to adjust the amount of money being transferred each week. Mark the day and date for packing your bags. One more goal completed.

Point eight. You may wish to carry not only your goal plan of your trip but a brochure showing ports of call as well for reinforcement.

The ninth point is easy. You won't need very much reminding about celebration of each step, because as you achieve them you're going to become more excited, as the embarkation date is also approaching.

The last point has more significance if you're travelling with someone else. Keep an eye on their progress and share the approaching excitement with them. Finally, the time will fly by and you will be on your way — bon voyage. Wasn't that easy?

Each critical step to self-confidence is part of the complete process, and those steps need to be executed in the order that they've been laid out. You needed to recognise and embrace your uniqueness to ensure that you could see your true individual worth and, most importantly, to like what you see. You needed to celebrate that acknowledgment as an achievement, as well as all your other accomplishments, no matter how small, to give yourself the conviction to look very deeply within your conscience for the principles that you chose to govern your life. Having gathered the courage to look closely at yourself, and so write that Vision Statement, has given you the direction for the goal setting that now becomes easy,

manageable and reachable. Every obtainable objective provides more reason again for the praise that further builds your self-esteem, and it has already been established that your growth in self-confidence and achievement is the fuel to attain, advance and maintain further character development.

Summary

- a) Make sure your Vision Statement is working for you before setting too many goals.
- b) Accomplishing goals is easier once you have a positive self-image.
- c) The more positive you are, the more productive you will be.
- d) You have a responsibility to yourself to set some small goals just for you.
- e) The critical steps should be completed in the order that they're presented.

Now in the next chapter you will be assisted to see how all of what has been written here is packaged in the most credible way. That credibility will be best shown by how you communicate your Statement, your aspirations and your growth in self-confidence to the rest of the world.