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## FIVE GOLDEN RULES OF GREAT (GO FOR IT!) GOAL SETTING

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### RULES TO SET YOURSELF UP FOR SUCCESS

Have you thought about what who you want to be and what you want to do in 3 years? 5 ? 10? Are you clear about your main objective at work is at the moment? Do you know what you want to achieve 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 but it also provides you with benchmarks for determining whether you are actually succeeding or not!

To accomplish your goals, 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 THE FIVE GOLDEN RULES OF GOAL SETTING:

#### **RULE #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 the key to achieving your goals. Set goals that relate to the high priorities in your life. Use your values. Live them out in your goals. 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.

**Tip:** To make sure your goal is motivating, write down **why** it's important to you. Ask yourself, "If I were to share my goal with others, what would I say to convince them it was a worthwhile goal?"

#### **RULE #2: SET SMART GOALS**

you have probably heard of "SMART" goals already. But do you always apply the rule? The simple fact is that for goals to be powerful, they should be designed to be SMART. There are many variations of what SMART stands for, but the essence is this – goals should be:

Specific, Measurable, **Actionable**, **Relevant**, **Timely**





**Set Specific Goals**-Your goals must be clear and well defined. Vague or generalized goals are unhelpful because they don't provide sufficient direction. You need goals to show you the way. Make it as easy as you can to get where you want to go by defining precisely where you want to end up.

**Set Measurable Goals**-Include precise amounts, dates, etc. in your goals so you can measure your degree of success. If your goal is simply defined as "To reduce expenses", how will you know when you have been successful?

**Set Actionable Goals**-Be sure that your goals are actionable. You want to dream but you must be in action to, all it's all talk. Accomplishing a goal that you didn't have to work hard for can be anticlimactic at best, and can also make you fear setting future goals that carry a risk of non-achievement. .

**Set Relevant Goals**-Goals should be relevant to the direction you want your life and career to take. By keeping your goals aligned with this, you'll develop the focus you need to get ahead and do what you want. Set widely scattered and inconsistent goals and you'll fritter your time - and your life - away.

**Set Timely Goals**-Your goals must have a deadline. Again, this means you will know when you can celebrate success. When you are working on a deadline, your sense of urgency increases and achievement will come that much quicker.

### **RULE #3: SET YOUR 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% this year", not "I would like to reduce my operating expenses by 10% 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.

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.

### **RULE #4: MAKE AN ACTION PLAN**

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.

**Tip:** Be sure to check your Action Plan for ACTION!

### **RULE #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 schedule time to regularly review your goals. Your 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.

WHAT WILL YOU ACCOMPLISH TODAY?

