



Goal Setting

A brief outline of
strategies to use to
improve the quality
of your life

GENIES & TREASURE MAPS;

THE MAGIC KEYS TO SETTING GOALS

“Goals are simply tools to focus your energy in positive directions, these can be changed as your priorities change, new ones added and others dropped.”

Why set goals? Having well thought out and considered goals provide clear guidelines for your future. Having goals, especially written goals, is like having a map on your life's journey. Goals help you realise where you're going and they also help crystallise exactly what you want and how you're going to get it. They keep you focussed on what you want to achieve and give you a step by step plan to achieve it.

In 1953, a study was done of Yale University Graduates. They were asked if they had written goals in place and a plan to achieve them. Only 3% of them did. Twenty years later, the researchers re-interviewed the same grads. The 3% who had clearly determined goals and plans earned more money than the remaining 97% combined! They were also more successful in less measurable, more subjective areas like happiness and overall satisfaction.

“If you do what you've always done, you get what you've always gotten.”

What is the key to determining what will happen to me tomorrow? What I do today! If I have no money today and do nothing about it, what will happen tomorrow? If I have a miserable relationship today and I do nothing to fix it, what will it be like tomorrow? If I hate my job today but don't do anything about it, will it be any better tomorrow? So, with this in mind, what are you going to do tomorrow? Most people will end up doing nothing differently, destined to continue on their current path of just getting by, not really getting what they want, but it's all just so hard and life is tough and you can't plan for it anyway, because stuff happens.

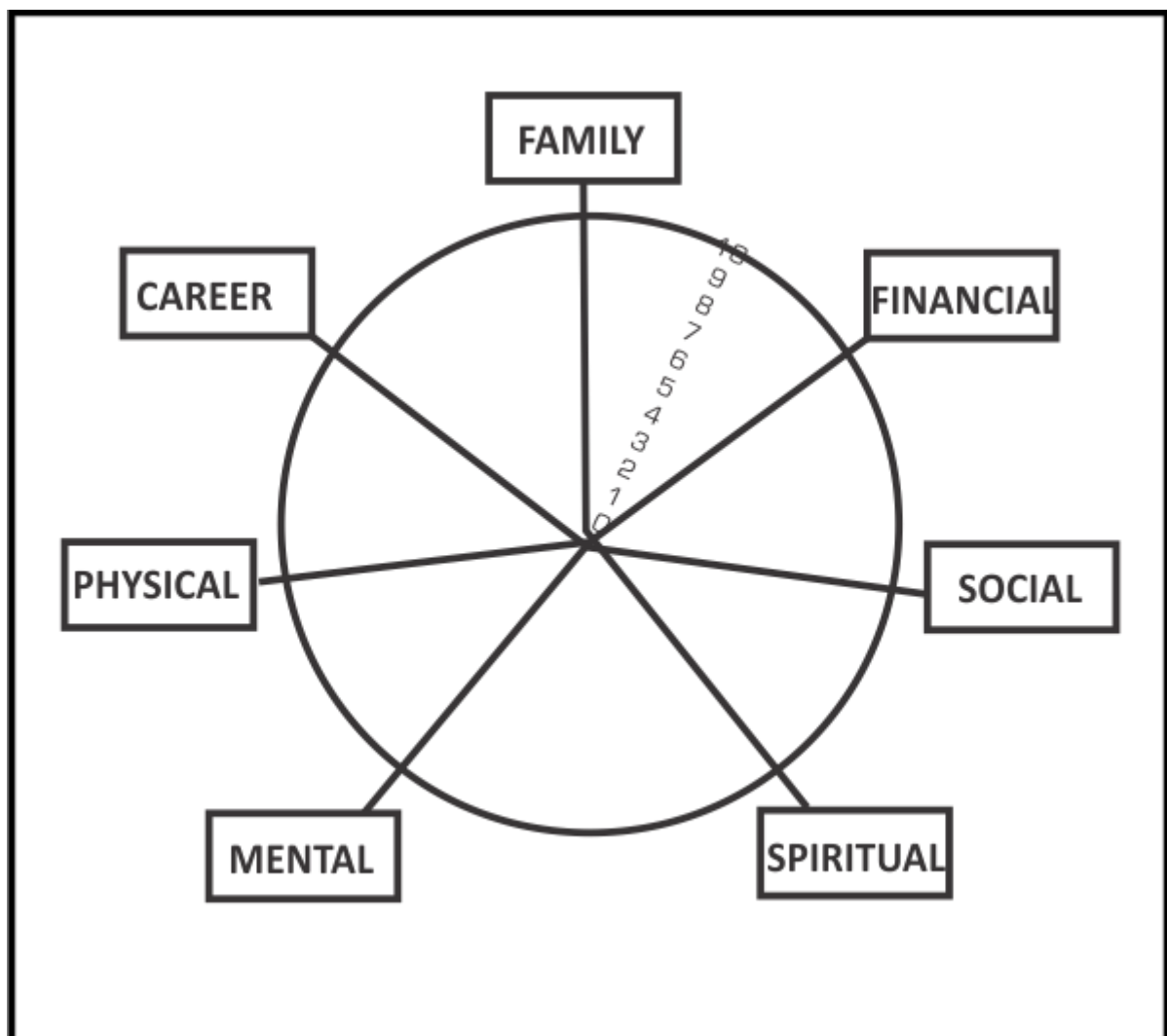
“If you think you can or you think you can't, you're right.”

Sounds like a cop out, doesn't it? What's so hard about setting goals that makes people choose not to do it? Several reasons come to mind. The first is fear. If I say it out loud or write it down, then I'll have to do something about it. What if I fail? What if stuff happens? Well that's what contingency plans are for. What if I succeed and I am expected to continue doing well? FEARS are just False Expectations Appearing Real. Many people don't set goals because they don't know how to, still others don't because they have low self-esteem and feel they don't deserve good things happening to them. Others don't have enough compelling reasons, or motivators to set goals. They think their life is OK just the way it is.

The Wheel of Life

It's all well and good to decide that you need clear-cut goals; it's another thing entirely to actually make them. When starting out on any journey, all the maps, direction-finding devices and back-seat drivers in the world won't help you find your way if you don't know where you are at the very start.

Using the diagram below, consider the following seven key aspects of your life and allocate a value between 1 and 10 to each of them. This circle will represent how you feel your life is running at present. Each value can be as small or large as you think is appropriate. The number you use should depend on how much significance you attach to it right at this moment. If you think your family is the most important but you seldom spend any time with them due to your other commitments, then the family value will be very small, perhaps a 1 or a 2. If you think the financial segment should be small because you have no money, but spend a lot of time worrying about how to earn more, or how to pay your bills, then the financial value should probably be larger.



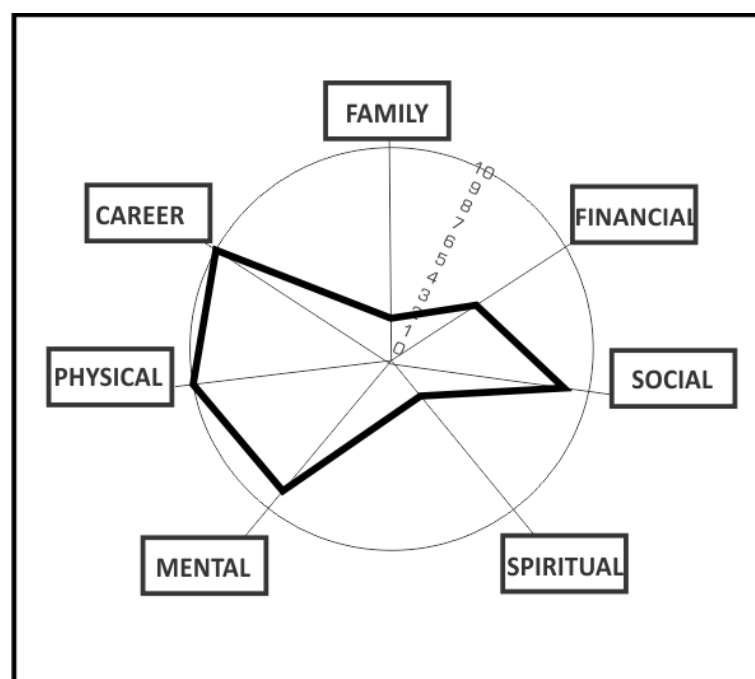
I had an ex-bus driver in my sales team at Yellow Pages. Before he started with me, he earned about \$30,000 a year and was happy with that. So that was an 8 for him. He had planned his future and his finances carefully and worked hard in this area. He was spiritually happy with his faith and that was a 9. He had a big happy family with eight children. That was an 8.

Where he wanted to focus on now was building his social network and his personal and business development which were at about 3 and 5 respectively. He wasn't very fit and wanted to maintain his health so that was a 2. Now he was aware of where he was and where he wanted to go. It was a continual "work in progress" maintaining that balance, one area sometimes dominating the others.

"Just as your car runs more smoothly and requires less energy to go faster and farther when the wheels are in perfect alignment, you perform better when your thoughts, feelings, emotions, goals, and values are in balance."

Back in the early days of my career, when I joined Yellow Pages, I always arrived at work at 7am. I'd work until noon and then go to the gym for an hour. I'd return to work and continue working until 7pm. I'd stop off at the gym for another hour's workout, drop in to the pub for a few drinks and then home to study. I read every self-help book I could find, every text that had anything at all to do with sales. I had no time for real friends, although I socialised a lot on the weekends. My family were important to me, but I hadn't the time to spend with them. It was at this stage of my life that I was introduced to the Wheel of Life.

My first wheel looked something like this;



You can imagine if you tried to ride around on a wheel like this, you'd have a bit of a bumpy ride. I wasn't wholly aware of this fact until I drew the wheel for myself and saw how out of balance my life actually was. Seeing how out of whack the overall picture was woke me up and I resolved to smooth off the edges and put some semblance of balance into my life. I

regularly repeat the exercise, just to ensure that I'm on track and all areas of my life are getting the attention they deserve.

What does your wheel look like? If it's skewed and bumpy, what can you do to balance things up? Perhaps set a few goals to get the right balance?

Treasure Mapping and the Magic Genie.

I have two parts to my goal-setting programme, Treasure Mapping, a right brain activity, and the Magic Genie, involving the left brain. Using each of these different approaches in conjunction with each other ensures the whole picture is considered and the solutions that arise from this holistic approach to goal-setting are more likely to be on target.

"It's not what you have, but what you enjoy which brings you happiness."

Treasure Mapping.

Gather up as many magazines, newspapers, photos and pictures as you can get your hands on. Find yourself a big sheet of paper or poster-sized card and some sticky tape or glue. Take them to your mountain-top. If you don't have a mountain-top, a nice quiet place with no interruptions or distractions will do just fine. Make sure you have plenty of time for this exercise. The more time you spend, the more valid and useful the results. Alternatively, if you don't spend long enough on this, if you rush through it, your results are likely to be superficial. You'll end up with a treasure map pointing you to a pair of red shoes and a dinner reservation for next week-end. Not exactly the kind of treasure map you need for a life's journey.

Go through the magazines, newspapers etc. tearing out any picture or image which appeals to you. Don't think too hard about it; just go with your sub-conscious flow.

Once you've been through all the magazines etc. and have amassed as many pictures and images as you desire, go through them again looking for pictures that represent you. You'll find them before long. They'll be the same or similar images that keep coming up. When I do this exercise, butterflies and elephants keep appearing in the images I choose. I became aware that the butterflies represented freedom to me. I craved the freedom to do what I wanted, when I wanted. The elephants represented strength, solidity and solidarity; the people who stood behind me and to the side of me, supporting me, carrying me when I needed it.

Place the images that represent you into the centre of the large sheet of paper or card. Now arrange the other pictures onto the sheet. Once you've got them all lying on the paper and you're satisfied about how they're arranged, start sticking them down. Once again, you don't have to think too hard about this exercise, let your sub-conscious mind take over; it will tell the conscious mind what you really want. You'll find that things tend to group together naturally, without your having to put much thought to it. When you've finished

with the creation of your map, sign it and date it and write “May this or something better be given for the highest good of all” on the bottom.

Now hang it somewhere where you’ll see it every day. I have friends who place theirs on the study wall, others find the refrigerator door a good spot and still others like to sit and gaze at their Treasure Map stuck on the back of the toilet door. A word of caution though, be careful what you wish for, because you’ll get it. Put on your Treasure Map things that you want, not things that you don’t want. The map doesn’t work in negatives.

How does the map work? Earl Nightingale said that “we become what we think about most.” In my experience, I’ve seen this happen over and over again. I have a friend who dreaded the thought of becoming what she described as a “Cat Lady”; one of those women who had little in the way of a social life and spent her older years doting on her cats. She dreaded the thought of this so much, it occupied her thoughts far more than was healthy. As she grew older, what happened? Of course, she became a “Cat Lady” now somewhat resigned to her self-induced fate. If only she’d spent the time thinking about a more desirable outcome for herself!

Once our mind has been made aware of where we are going, once we have provided it with a destination point, it will unconsciously and sub-consciously direct and re-direct us until we get where we are going. When rockets are sent into space to go to the moon, they’re actually only on course 3% of the time. Remarkable, isn’t it? The rest of the time, they’re zigging and zagging on their way. It’s those little corrections they get from time to time that ensure they land safely without shooting off into space. It’s the same for us. We seldom take the most direct route to our goals, after all we have to deal with life intervening, things happening outside our control, but you can be sure that if your destination is clear and you truly desire it, you will get there in the end. Your sub-conscious mind will make certain of that.

“All that we are is a result of what we have thought.”

A friend of mine had a red BMW on his Treasure Map. He’d found the picture in a car magazine. Two years later he drove to my house in the self-same car. Not just any red BMW, the precise BMW that was in the magazine, right down to the number plate! His unconscious mind drove him to take action. Those actions ultimately led him to find that car.

Another friend is a hot-rod fanatic. He photographs and writes about cars for a living. On his Treasure Map was a 6 car garage, with beesa brick walls, pictures of black and white tiles for the floor, a bed, an entertaining area with Fonzy type chairs and tables and pictures of Betty Boop. Several years later, the garage has been built and yes it does have beesa brick walls. The black and white tiles were given to him by a friend, as was the roofing material. Another friend gave him some Fonzy chairs. After making his treasure map, his conscious mind allowed him the freedom to speak about his desires. This is how his friends and acquaintances learned what he needed and those who could helped him. He’s still waiting for Betty Boop, but I feel sure that one way or another, she’ll show up!

In making your Treasure Map, your unconscious mind has shown you what is missing and also what you need. In facing these images every day, your mind forms routes, plotting paths to get you to the destinations you have identified you want. Treasure Mapping marries the sub-conscious and unconscious mind to the conscious, allowing a window into your deepest desires and ambitions, even if you haven't yet the courage to speak them out loud. The deeper issues in your life are given free reign to surface and show you their true face. On the surface, treasure mapping may seem to be about acquiring things, it's really more about completion and fulfilment.

Another friend has a whole wall of Treasure Maps. She started out with just one, discovered the power it held and has made a new one every year since. Her life has changed drastically since her first map. She started with a small country business which grew and grew until it was worth a small fortune. She sold it and moved in an entirely different direction, into a completely new type of business, her maps guiding her all along the way. Her business life has gone from strength to strength, but more importantly, she has blossomed and grown into a remarkable woman.

Now that you have the tools you need to make your first Treasure Map, you may consider a few other ways Treasure Maps can be useful in your life. You could make a Treasure Map for your company or your sales team or encourage your children to make one. I often hear young people say "What am I gonna do with my life?" Often what they're really saying is "I'm afraid to say what I really want, in case people laugh at me." Treasure Mapping is sure to help them identify the paths they really want to travel and will help them find ways to achieve their goals, whether they can vocalise them out loud or not.

I make an annual ritual out of making my Treasure Map. I go to a wonderful hotel in St Kilda every year and spend the entire weekend doing my map. I used to do this with my ex-husband and together we'd do our own individual maps and also an "us" map. I've also taken a bunch of girlfriends on a "let's pretend we're in Tuscany" weekend, where we've wine and dined, relaxing and enjoying each other's company and drawing up our own Treasure Maps. I had an interesting experience helping a man I'd been dating draw his Treasure Map. When he was finished, he looked at me a little ruefully and said, "I've just realised, once I put it all out like this, there's no room for you in my future." Glad I could help!

John and Sally were a lovely young couple with no kids when they drew their first maps. His map was full of blokey stuff, like planes and international travel and guns and cars. Hers was the epitome of a girlie map, with kids, family, interior decorating and the like. How could they both get what they want and still manage to keep the other happy? They decided to make another map, this one together, representing their dreams and goals as a couple. They realised they didn't have to forego their own individual desires; they simply had to also consider the goals of the partnership. They didn't compromise their individual goals; they built a completely new set for their family. They now have three lovely children, are still happy together and every year they take a holiday together without the kids and draw their Treasure Maps.

The Magic Genie

Now that you have a picture of where you want your life to go, get yourself a pen and paper; it's time to do some left-brain goal-setting!

Let's pretend a genie has appeared and will grant you anything you desire, providing it is written down in the next ten minutes. If it's not on the paper, you can't have it. Don't even think about how you'll get these things, that's an entirely different exercise. For now, just write down what you want from your heart, no limits. Be aware of and tap into that feeling of freedom you have when you toss out all the limitations we place upon ourselves.

If you were guaranteed success, what activities would you pursue? What dreams would you chase?

Nothing should be on your list that you don't really want.

Nothing should be on your list that you feel you don't deserve.

But this genie has rules.

- 1.) Whatever you ask for has to be stated in positive terms. E.g. "I'm going to be rich" rather than "I'm not going to be poor".
- 2.) Be specific. "I'm going to make \$100,000 by 20th December this year." "I'm paying cash for a new Mercedes in six months."
- 3.) Know you've won. "I'll have better clothes, money in the bank, etc."
- 4.) Take personal responsibility. "It's up to me."
- 5.) Make it beneficial. "I own a beautiful house in the country, on 20 acres, with a creek, an orchard and some animals."

Find yourself a quiet spot, turn off the TV, shut off the phones and shut the door. Put a "Do Not Disturb" sign on it if necessary. You now have 10 minutes to complete your list. Not a minute longer, but not a minute less either. If you can't come up with it in ten minutes, you don't really want it.

After your ten minutes are up, write down each goal on a separate piece of paper. Write each of these things in as much detail as possible in a way that describes them as though you already have them.

Time Frames

Now that your list is complete, estimate when you expect to reach each of these goals. Use the following time-frames; within six months, 1 year, 3 years, 10 years, 20 years. Be aware if all or most of your goals are short term, or all or most are very long term. If you've got too many short term goals, are you looking for the quick and easy fixes? Do you need to look longer term, aim a little higher? If you have too many long term goals, are you putting things off? Do you need to become more aware of short term objectives, find answers and solutions for yourself in the here and now?

What's Really In It For Me?

Write down the reason you want to achieve each goal. If your goal is that you want a million dollars, write down what that money will allow you to buy. If your goal is to have more time with the family, write down what you will do with that time.

"Reasons are the difference between being committed and being interested."

Resources

Now, let's look at the resources you have or need to have to help you achieve your goals. Resources can be as diverse as friends and family who can help you, educational standards you have or need to acquire, skills you already have or need to learn, strengths you have or weaknesses you need to overcome, time constraints that work against you because of other commitments or available time that works for you allowing you to freely pursue your goals.

Role Models

What kind of person will it take to achieve the kind of goal you have in mind? What kind of attitude would they have, what skill set? How about their education, personality, time management skills? Who is your role model? Find a person that has already achieved your goal and ask them to lunch. Find out what they do and how they do it. And don't be shy about asking. There's nothing more flattering for your role model than to be acknowledged as a successful person worthy of emulation. Copy what works and don't waste your time with what has been proven not to work.

Obstacles

What's stopping you from having what you want? In order to overcome our limitations, it helps to first know what they are. Do you try to do too much at once? At the first sign of a set-back, do you give up too easily? Do you fail to plan? Do you plan down to the most minor detail, yet fail to act? Or are all those limitations only in your mind? Is your major obstacle YOU?

"If we're growing, we're always going to be out of our comfort zone."

Step back.

Take one of your goals for the next year and look back as though you achieved it. What have you done to get this goal? Write down each step you took. This is the basis of your plan of action and it starts with things that you can put into motion tomorrow. It's like building a house. You wouldn't just start pouring concrete and hammering and sawing, you need a plan.

Feel the Success

Is the door still shut? Phones still turned off? Good. Close your eyes and cast your mind back to a time when you were successful. It could be in your personal or professional life. It could be a huge success or just a small victory. If you can't think of a time like that, make one up and imagine what it would feel like.

Now think back to what you were doing. Where were you and how did you feel? What could you see and who was there? What did people say about you, what strengths did you have. What specifically did you do to make yourself a success? Who helped you along the way? What characteristics did you have? Recreate the scene in as much detail as you can.

Now, how do you feel? Do you feel powerful, resourceful?

Using both of the goal-setting tools I've out-lined here, you'll create powerful pathways leading to your own success, satisfaction and fulfilment. And the best part? You'll have a clear map of your journey to look back upon once you reach your goals and expectations.

"Not reaching your goal isn't catastrophic. The real catastrophe is in having no goal to reach. "

SUMMARY

GENIES & TREASURE MAPS; THE MAGIC KEY TO SETTING GOALS

Goals provide clear guidelines for your future.

Goals help you determine where you are going and how to get there.

Goals help you do things differently to get what you want.

Create your own Treasure Map

Magic Genie's Rules for Goal Setting

- 1) State goal in positive terms
- 2) Be specific
- 3) Know you've won
- 4) Take responsibility
- 5) Make it beneficial
- 6) Set a time frame
- 7) Recognise reasons for goal
- 8) Know what resources you have
- 9) Find a role model
- 10) Understand obstacles
- 11) Pretend goal is attained and map steps it took to achieve it
- 12) Imagine the feeling of success

YOUR FIRST WHEEL OF LIFE

