



The Importance of Goal Setting

Why is goal setting such a big deal? Why is it so important? Because it allows you the ability to create the life that you want; you get to say and then create what it's going to look like. At the end of the old year or the beginning of the new one, everyone's making resolutions. No matter how strong the intentions are to carry them out, the truth is that so many people have false starts. They have lots of plans they create in their minds, things they want to do or get accomplished in the New Year, but they run out of steam before they get the ball rolling. Some never even get started. Sadly, this is what happens every year.

You might be one who makes resolutions every year, then wonders how to get beyond that point or, maybe you get off to a great start then lose steam before February rolls around. You might even be making your resolutions during the chaos and confusion of the holiday season, which is a big no-no.

Statistically speaking, **nearly 97% of adults don't have written goals or a plan for carrying their goals out.** In a survey done by Franklin Covey, 35 percent of those surveyed said they break their resolutions by the end of January every year either because there are too many other things to do or because they are not committed to the resolutions they make. Only 23 percent of those surveyed said they don't ever break them.

Those numbers are not good and there is a way to avoid being part of the major statistic. Would you attempt to drive a significant distance, not having been to that destination before without a map? Of course not! There is no way you would just get on the road and figure it out as you go along, hoping to end up in the right place without going in the wrong direction, wasting your time or your gas. Although people wouldn't think of getting on that road without a map, so many people do this very thing when it comes to the goals they want to accomplish. When you look at this analogy, you can see how it makes no sense at all to get on the road to your accomplishing goals without knowing how to get there. Without that map you're on the road to nowhere fast.

What's the Secret?

Goals vs. Resolutions

Goals	Resolutions
specific want	decision/declaration
committed to pursuing	what you might do
related to time	desires, hopes, intentions
values based	doesn't always become a goal
clarity	raw form
mindset, motivation	catalyst or spring board
self discipline & accountability	
plan with track & measure	
SMART	

So what's the secret? How do you stick to your resolutions? The first thing to understand is that resolutions are not goals. Most people make the mistake of thinking that a resolution is enough to work with, when in fact, a resolution isn't solid enough. It's not strong enough for the job. A resolution is simply a decision or declaration; something that you might do; your desires, hopes and intentions. Resolutions can serve as a spring board into a goal.

A goal is more concrete. It's a specific want; very detailed and related to time. It's something that you are committed to pursuing, based upon something that you value. So, when I say "goal" I mean something that is detailed-S.M.A.R.T. Specific, Measurable, Attainable, Realistic/Relevant, and Time-bound.



Key Points to Consider

Turning your resolutions into S.M.A.R.T. goals is only half the battle. Once you get through the process of turning each resolution into a goal, you have to create the mindset, motivation, self discipline, accountability and a system to plan, track and measure results to go with it, which gives it substance; something you can work with. So you see, resolutions have to be turned into goals with all of this support if they're going to stand a chance. All of these components together are your roadmap to accomplishing your goals. Without it, you're lost. Going back to the analogy I used earlier, you'll end up going out of your way, wasting time and energy and still not be where you're going because you don't have the foundation to get there.

This is why so many people break their resolution before the end of January; it's why the gym is empty by the time February rolls around; because there's no plan. Of course, people aren't aware of why they really don't accomplish their goals. They can say it's because there's too much else to do or because they're not committed, but when you turn those resolutions into values-based goals and support them with the mindset, motivation, self discipline, accountability and a system to plan, track and measure results you're ready to rock and roll!

We've all heard it before, if you fail to plan, you plan to fail. The plan has to be solid enough to withstand the everyday things that can keep accomplishing your goals at a distance. I'm sure you're all familiar with those things. They're the same things that kept you from doing everything that you wanted to do today, yesterday or last week that you still haven't gotten around to. Those same things that eat up your time with the day-to-day things will rob you of your accomplishing what's important to you.

Goals are created three times: initially in your mind with the mental picture that you create; when you write them down; and when you take action toward achieving them. You create new opportunities when you turn your resolutions into goals. It's hard to get where you're going without a plan.

- ▽ Your resolutions have to be turned into goals
- ▽ You have to have a written plan
- ▽ You need tools and a system to succeed
- ▽ Create 1 major goal for each area of your life
 - Work/business
 - Family
 - Friends
 - Money
 - Health and well-being



- Self development
- Faith/spirituality
- Fun

Things To Ask

- ▽ What do I need to set goals?
 - Knowledge/information
 - Skills
 - Tools
 - Other resources
- ▽ What obstacles are in my way?
- ▽ How to I prepare to meet possible obstacles?

Additional Things to Consider

- ▽ An organized way to plan and carry out the plan
- ▽ How to create your plan
- ▽ Prioritizing your goals
- ▽ Connecting your goals to your values
- ▽ Accountability
- ▽ Staying in action
- ▽ How do you pull all of the pieces together?



Got Goals: Turning Resolutions Into Reality Virtual Workshop

If you're ready to have 2011 be the year that you stop losing steam, getting sidetracked and ending up at the end of the year wondering what happened, I strongly encourage you to take advantage of the opportunity to be a participant in this year's Got Goals virtual workshop. This virtual workshop begins on January 19th and goes through March 2. We work for 7 consecutive weeks to get you refocused and energized, turn your resolutions into goals and create the plan for you to carry them out.

Here's what you get as a participant in this workshop:

- ⇒ How to create goals out of your resolutions
- ⇒ Make your goals **SMART**
- ⇒ Why most goals fail
- ⇒ The importance of planning
- ⇒ How to create your road map
- ⇒ How to apply your values for success
- ⇒ How to have the right mind set and clarity
- ⇒ Step by step process to use in accomplishing your goals
- ⇒ How to create a system to support you
- ⇒ How to measure and track your progress
- ⇒ How to overcome obstacles

In addition to what you'll gain during the course of the virtual workshop, you get MP3 recordings of each session; 2 30-minute one-on-one laser coaching sessions with me during the 7 weeks; interaction with fellow participants.

What Makes This Workshop Different?

- ⇒ Teaches the reasons goals aren't reached
- ⇒ Learn the difference between resolutions & goals and how to turn them into S.M.A.R.T. goals
- ⇒ You'll look at what you're leaving behind in the previous year and taking into the next
- ⇒ Look at who you've been being vs. what you've been doing and who it is you need to be
- ⇒ You'll map out your goals using various modalities in addition to your written plan
- ⇒ It's personalized and you get to interact with fellow participants
- ⇒ You have access to bonus packages that will help to support you throughout the year

Your Investment

The regular cost for this virtual workshop is \$369. But it's been discounted this year to just \$167, which is less than half the cost! This is a great deal when you consider what your participation will afford you in the long run. I'm going to sweeten the pot a bit just for you. If you register between now and January 10th, you can receive an additional discount of \$50 so you only pay \$117 for this course! You'll get everything that I've mentioned---7 sessions, 7 recordings in MP3 format, prep workbook and class workbook, 2 30-minute private coaching sessions, and your own 2011 roadmap to your goals. You get all the things necessary to make you successful in this process:

- ▽ Tools, skills, resources to turn your resolutions into goals
- ▽ An organized method for setting your goals
- ▽ A plan and system for carrying it out
- ▽ Coaching & support throughout the workshop
- ▽ Access to additional coaching and tools to help you throughout the year



How To Get Your Additional Discount

Now, to get that additional discount, visit my website www.thirdeyegroup.org and click on the “Got Goals for 2011?” link in the left-hand panel. Click the button to register at the bottom of the page and enter the coupon code “GGPreview” at check out and the additional \$50 will be taken off your order as you check out. Remember, **this additional discount is only good through January 10th, so don’t wait, register now!**

I hope that this handout has given you some insight to why goals are so important, in fact, crucial to you having the life that you want. Please feel free to share the handout and audio links with others. If you have questions feel free to contact me via email info@thirdeyegroup.org or via phone 313.475.0212.

Do you make resolutions every year, get off to a great start then loose steam before February rolls around?

Do you make your resolutions during the chaos and confusion of the holiday season?

Are you ready to put an end to this destructive pattern and get some things done?

Do you make resolutions and then wonder how to get beyond that point?

Got Goals?

Turning Resolutions Into Reality

January 19th - March 2nd, 2011