

Setting GOALS that Work

GETTING STARTED

INSPIRATION/KNOWING

You know what you would like to do even if you don't think you can or don't yet know how.

Turn to your partner and talk about what you would like to see happen in your Cell Tech business and/or in your personal life

Write down an intention: **I intend to** _____

INGREDIENTS FOR SUCCESS

Cake making

Written goals: are one of the essential ingredients--it is a way of making it clear what you want to happen. Goals are an extension of intention because there is a time frame attached. *Someday I would like to run a marathon* remains in the form of a dream. When a time frame is attached, it becomes a goal. *I will run a marathon by June 30, 2007.*

Writing goals is a science and an art. It takes some courage because, you might succeed and then what? or you might fail and then what?

The Harvard Study:

IMPORTANT GUIDELINES FOR WRITING GOALS

1. THE DEADLY "AND" & "OR"

I will hold a homescape party **and** exercise 10 minutes daily. The mind cannot deal with "and". Better to create two different goals.

I will hold a product meeting **or** a homescape party during Dec 2005

Better to set two or 3 goals.

2. IT MUST APPLY TO YOU NOT SOMEONE ELSE YOU MUST CONTROL THE OUTCOME.

Eight people will attend my homescape party

You do not have any control over who attends so you cannot have this as a goal

What do you have control over?

How many people you invite.

Learning how to invite effectively.

Getting training to invite.

I will lose 10 lbs by Feb28, 2005

You do not have control over how your body will respond.

You do have control over what you do.

Eg I will exercise 10 minutes a day for 5 days a week by November 30, 2004 is a do-able goal.

3. MUST HAVE AN END DATE/TIME

I will schedule one homescape party by Dec 8, 2005

4. MUST HAVE A REALISTIC TIME FRAME.

I will end world hunger by Dec 31, 2005 perhaps is unrealistic.

or maybe...

I will become a Blue Green Diamond by Dec 25, 2005

5. ALSO MAKE IT MEASURABLE AT THE GIVEN TIME.

If you are setting monthly or weekly goals, be able to measure your progress at the end date for the goal.

By Nov 30, my annual income from my Cell Tech business will be \$53, 500.

6. MUST BE ABLE TO BE COMPLETED BY THE END DATE

E.g. *I will file all my paperwork for 2004 expenses by Dec 23, 2005* is not feasible as you will not have all the paperwork by that date.

FIND THE ERRORS: (THERE MAY BE MORE THAN ONE)

I will file my 2005 income tax by Jan 3, 2006

I will make a list of 50 people and call 10 of them by Dec 10, 2005

I will talk to my book club or my bridge club about having a HomEscape party

I will hold a HomEscape party at Suzie's house by Jan 10, 2006

Now write a goal related to your intention

I will _____

by _____

Minimum Target and Outrageous Goals (MTO)

Setting goals that work is an art. If you set goals that are too big, and you don't achieve them, soon you will become discouraged because you're not experiencing any success. If your goals are too small, there is no feeling of satisfaction and joy from having achieved the goal. The secret to success is to break down your goals into 3 categories: Minimum, Target and Outrageous. The Minimum goal is one that you know you can achieve—no matter what. The Target is a reasonable stretch and the Outrageous allows for something way beyond what you can reasonably see yourself achieving.

Goals are more effective if connected with your intentions. Therefore, a statement about the focused intention of the goal is helpful.

Example 1

I commit to building my Cell Tech Business related to *increasing the number of individuals in my personal group by Dec 20, 2005 so that I will improve my Group Volume.*

The arena I am playing in is my Cell Tech Business; my intention is to grow my business by adding more people to my personal group

Then I write what I can control (my activities) into goals. Minimum, Target and Outrageous

Example:

MINIMUM (Easy, minimal effort, minor reward)

I will schedule one HomeEscape evening

TARGET (Some stretch, moderate effort, reasonable reward)

I will invite 20 people to the evening

OUTRAGEOUS (Serious stretch, significant effort, thrilling reward)

I will hold 3 HomeEscape parties with at least 20 invitees each

Example 2: I commit to building my Cell Tech Business related to increasing the number of Autoship orders by Nov. 30, 2005 so that I will serve my clients better.

MINIMUM (Easy, minimal effort, minor reward)

I will study my genealogies for the last 6 months for likely candidates

TARGET (Some stretch, moderate effort, reasonable reward)

I will call 10 of these likely candidates to explain the advantages of an Autoship

OUTRAGEOUS (Serious stretch, significant effort, thrilling reward)

I will call 50 of these likely candidates to explain the advantages of an Autoship

Example 3:

I commit to doing something special just for Me related to *losing weight by Dec 31, 2005 so that I will be healthier*

MINIMUM (Easy, minimal effort, minor reward)

I will do 10 minutes a day on my exercise machine , 2 days a week

TARGET (Some stretch, moderate effort, reasonable reward)

I will do 10 minutes a day on my Gazelle, 5 days a week

OUTRAGEOUS (Serious stretch, significant effort, thrilling reward)

I will do 20 minutes a day 6 days a week

Example 4 I commit to cleaning up a mess related to my car by Nov29, 2005 so that I will be able to carry passengers easily.

MINIMUM (Easy, minimal effort, minor reward)

I will clear out the items that do not belong in the car

TARGET (Some stretch, moderate effort, reasonable reward)

I will create a system of organized storage for the items that will remain in the trunk

OUTRAGEOUS (Serious stretch, significant effort, thrilling reward)

I will have the car interior and exterior detailed (cleaned, polished and waxed).

Your turn:

Your Example I commit to building my Cell Tech business related to

by _____ so that _____

MINIMUM (Easy, minimal effort, minor reward)

TARGET (Some stretch, moderate effort, reasonable reward)

OUTRAGEOUS (Serious stretch, significant effort, thrilling reward)

Check it out ---Is it something that is measurable? Is it about you? Is it dated? Is the minimum wimpy? Does it have an "and" or "or"? Is it stated as a positive?

Your Example I commit to cleaning up a mess related to _____
by _____ so that _____

MINIMUM (Easy, minimal effort, minor reward)

TARGET (Some stretch, moderate effort, reasonable reward)

OUTRAGEOUS (Serious stretch, significant effort, thrilling reward)

Your Example I commit to doing something special just for Me related to

by _____ so that _____

MINIMUM (Easy, minimal effort, minor reward)

TARGET (Some stretch, moderate effort, reasonable reward)

OUTRAGEOUS (Serious stretch, significant effort, thrilling reward)

Check it out ---Is it something that is measurable? Is it about you ?, is it dated? Is the minimum wimpy?
Does it have an "and" or "or"? Is it stated as a positive?

Set goals using Minimum, Target, and Outrageous (MTO) each month for your business, yourself, and your mess clean ups and you will be amazed at what happens to your business. Let us know on the chat list!!