

Michael Hyatt – Goal-setting For Beginners

<http://michaelhyatt.com/season-4-episode-08-goal-setting-for-beginners-podcast.html>

People know, and research confirms that those who write down their goals achieve more. They are also happier, live longer, make more money, etc. Yet few do it!

Why set goals and why start now?

1. It takes less time than you think. You can have your best year by dedicating 4-5 hours
2. It pays huge dividends for such a small investment. Without goals you just drift and end up at a destination you didn't choose.
3. The joy and satisfaction of accomplishing your most important priorities. Achieving a life that matters, a life without regrets, requires that you set goals
4. Achieving benefits not only us but those around us

Five Principles To Help Ensure Success

1. **Keep the goals few in number** i.e. 7-10 in total (not 7-10 work goals, 7-10 health goals etc)

You can have a long list of aspirations but only a short list of the goals you plan to actually achieve in the next time period.

Too long a list paralyzes us.

Stagger the due dates so they don't all fall due at once (and you feel you can cruise until that time gets near.)

When you accomplish one goal you can add another.

2. **Make the goals SMARTER**

- a. Specific - - identify exactly what you want to accomplish with as much specificity as you can muster.
 - i. Bad: I want to write a book
 1. That's an aspiration, not a goal.
 2. To improve it, specify the book and the stage you plan to get it to.
- b. Measurable – so you can know when you have achieved it. You can't manage what you don't measure.
 - i. Bad: I want to earn more money this year.
 1. Better: I want to earn \$5000 more this year than last
 - ii. Bad: I want to be healthier
 1. Better: I want to lose 2 kg.
 2. Better: I want to reduce my body fat to 15% of total mass
 - iii. In business people might say their goal is to make their customers happy
 1. How do you measure that? How do you know if you have succeeded?
- c. Actionable – every goal should start with an action verb (e.g. quit, run, finish, eliminate) not a *to be* verb
 - i. Bad: I want to be more consistent in blogging
 - ii. Good: I want to write two blog posts per week.
 - iii. Good: I want to work out three times a week
 - iv. Good: I want to go on a date night with my spouse one night a week.
- d. Realistic
 - i. Outside your comfort zone. You do want to push yourself. An easy goal will have little meaning or significance.
 - ii. In your discomfort zone e.g. I want to lower my golf handicap by three strokes.
 - iii. Not in your delusional zone e.g. this year I am going to qualify for the PGA tour
- e. Time-bound – every goal needs a date associated with it. That is the difference between an aspiration and a goal.
 - i. A deadline creates urgency and drives action. They are very powerful. Without them you might not even try.
 1. Bad: I want to lose 2 kg.

- 2. Good: I want to lose 2 kg by 1 April
- f. Exciting – compelling; exciting for you personally (not something someone else thinks you should do.)
 - i. It is the excitement that will motivate you.
- g. Relevant to your season in life – something your season of life allows you to do. Your season will be different from other people's. We shouldn't be driven by what other people are achieving. If we are always looking for perfection, we might do nothing.
 - i. Test: is this going to be relevant or do I need to wait and do something a little less ambitious given where I am?"
- 3. **Write them down** = your first step in your intentionality to bring the goals to reality.
 - a. Research shows that writing down goals increases the likelihood of achieving them by 42% (Dr Gail Matthews)
 - b. It's like your brain says, "If you don't have enough effort to write it down, I'm not going to take this seriously."
 - c. It is amazing to review it and see how much has been accomplished even without an intentional plan. Just writing them down can launch us towards them.
 - d. Some research says there is value in writing them down by hand (not on a computer). More of your senses are involved and you take it more seriously. You are more focused. You remember them better. You subconsciously drift towards it by doing it.
- 4. **Review them regularly** = the number-one reason people don't achieve their goals.
 - a. You can get caught up in life and forget them.
 - b. E.g. have them framed and sitting by your computer
 - c. Make them into a screen-saver
 - d. Diagnostic questions when stuck:
 - i. Do you have goals?
 - ii. Are they SMARTER?
 - iii. Are you reviewing them frequently?
 - e. In the early part of the period you have set goals for, review them daily – just a quick glance to get re-oriented.
 - f. Weekly review: "What actions can I take this week that will move me towards the accomplishment of that goal?"
- 5. **Share them selectively**
 - a. TED Talk by Derek Sivers: sharing widely seems like good accountability but you get the same psychological satisfaction from talking about the goal that you do from having accomplished it.
 - b. Share selectively
 - i. Not with those who will be negative
 - ii. But with people who can appreciate them, who believe that big for you and will encourage you in the process
 - iii. Also with people who will hold you accountable
 - c. It is important you feel safe in sharing your goals – accountability person, business partner...
 - d. Sharing with your spouse or business partner can bring alignment as you see how they dovetail, or need to be tweaked if they are in conflict.

To create a safe environment for someone to share their goals

- a. No judgement. It might not be a goal you would pick but...
 - i. You can ask questions
 - 1. Do you think that is a reasonable timeframe?
- b. Don't nag or shame
 - ii. If a person misses a deadline, that is in the past. Just work on the future and adjust the deadline accordingly. Or forget that goal and set another.
 - iii. Be supportive and encouraging especially when they are progressing