



Goal Setting for Success

“The reason most people never reach their goals is that they don’t define them, learn about them, or even seriously consider them as believable or achievable.”
~ Dennis Whaitley

- Most people set a few goals or make a few resolutions, and then next January, they do it all over again. It’s “make or break,” with no strategy, no accountability, no plan to built into your calendar. Maybe you improve for awhile, but then after setbacks and failure, you throw in the towel and forget about it until next December 31st.
- You’re not setting goals, you’re making wishes.

Mistakes in Goal Setting

- Why are most people so unsuccessful when it comes to achieving their goals?
 - Our generation is busier than any generation has been in the past.
 - Failure to Launch - Can’t get started. Procrastination or failure to Prioritize.
 - Failure to Land - Start a ton of projects but don’t finish them. Perfectionism, Comparison Trap.
 - Most people do not always go about goal setting properly.
 - They often set themselves up for failure by biting off more than they can chew!
 - Or they don’t plan for setbacks, which will occur.
 - Or they set a goal that isn’t challenging enough so doesn’t feel like an accomplishment when they reach it.
 - Or they set goals that are not within their control.
 - Many people do not write their goals down, and if they do, they do not revisit them in the future. Goal setting is only the first step. Constant goal check in and review is the activity that ensures goal achievement and success!

Benefits of Setting Goals

- Greater focus/helps you prioritize.
- Efficient allocation of resources.
- Measures progress.
- Clarity of purpose lowers stress. Uncertainty leads to stress.
- Feelings of accomplishment.

Categories for Goal Setting

- Career/Business
- Financial
- Recreation/Hobbies/Leisure
- Health & Fitness
- Relationships
- Personal/Spiritual/Emotional
- Contribution/Community Service/Legacy

Define Your Big Why

For every goal you create, ask yourself why. Don't stop asking why until you uncover the variety of possible motivators, and then identify the most important one. As you unroll the layers of the onion, each one should be a higher level objective. Knowing your why helps you with the how. It helps to get the goals done!

What you pay attention to, you give energy to, and what you give energy to, is what grows.

4 Stages to Goal Setting Based on Energy Management (Anese Cavanaugh)

1. Exploration
2. Excitement
3. Examination
4. Execution

Most people are not strong in all 4 stages. The best way to use energy management to reach goals is to figure out which stage(s) you are strong in, and then find ways to make up for your weakness in the other stages (accountability partners, structured programs, etc.).

START Your Goals (similar to the SMART Formula)

S = Get a **Sense** of all of the projects and goals that you want to start or set. (Do a Brain Dump to list all of your goals/projects in one place.)

T = Establish **Time** frames for projects and goals. (When is it actually due? What is the deadline?)

A = Conduct an **Analysis** of the resources involved to reach your goals (Can you afford the financial commitment? Do you have the energy to achieve this goal? Do you need to research anything to determine if the goal is realistic? Do you need to involve other people?)

R = Do a **Reality** check. Be Realistic: According to John Norcross, professor of psychology at the University of Scranton, many of us "confuse fantasy with reality. Resolutions are supposed to be specific and realistic and measurable."

T = Block out **Time** in your schedule to work towards your goals. (Plan the activities required on a daily, weekly and monthly basis to reach your goals.)

Break it Down: It's all about the schedule.

Measure Progress

- Schedule in time, energy and resources to make sure you are working towards your goals.
- Define units of measurement.
- Set up behavior modification tools to ensure success - Positive Reinforcement vs. Negative Reinforcement.
- Determine how often you will check in.
- Evaluate your progress.
- Reward yourself for meeting milestones along the way.
- Determine what you need to continue to stay motivated.

Define Success

Before you can set specific goals designed to increase your personal or professional success, you need to define success for yourself. For some, success means enjoying what you do, to the point that your professional and volunteer activities energize you and create happiness that spills over to your personal life. For others, success may be defined by financial goals.

What does "increased business success" mean to you? More money? More time to yourself? Working fewer hours so you have more time to spend with your family? More energy to tackle your many tasks? Is it developing more confidence so you can try something new?

Start Small

A goal doesn't have to be overarching or sweeping to be valuable; small goals are worth working on, too, because they can lead to big changes. For example, "One month from now, I will work three hours less a week by becoming better organized" is a perfectly acceptable specific goal.

Set an Anti-Goal

Also, a goal could be to NOT do something. For example, cutting out activities that do not bring you joy, do not build your business, or are just not a priority for one reason or another. You can create a Not-To-Do List.

Try my Exercise: *Creating an Absolute Yes List and a Just Say No List*

Change Your Environment

You created a new vision, but then you walked into your old office, got distracted by the same distractions, kept the same habits and saw all the old people who expected the old you. Not exactly a recipe for transformation.

Change can happen from both the inside out and the outside in. Clear the clutter, change your décor, eliminate the distractions, change up your habits and hang out with people who are working towards (or better yet, have realized) the same dreams.

Make Sure Your Goals Are Truly Yours, and Are a Good Fit

Year after year, if you're not reaching your goals or attaining your resolutions, it's time to examine the target, not the arrow. Maybe your business has never gotten off the ground because, after all, you never really wanted to own a business. Perhaps you have internal conflicts, such as is common with financial goals. (You want to be a multi-millionaire, but you have judgments about people with money.)

Or perhaps your heart and mind are pulling in two different directions... which might happen if your goals aren't aligned with your passions or your highest good, or when you're simply too attached to the outcome, i.e., you're acting out of desperation.

Say No to Negativity

Many people focus on what they *don't have or want*, when their focus should be on what they *do want*. This is probably the simplest and yet most difficult secret of making any kind of change in our lives. (Simple to explain and understand, difficult to do consistently.)

Often people get stuck in a place of "resisting what is" instead of "creating what's next." They make excuses and defend why they don't have what they want. Maybe they feel resentful, or jealous that others are enjoying the love, money, or fitness that they desire. Worse yet, they might be stuck in fear, with their energy zapped by a fixation with potential "worse case scenarios" rather than applied to forward momentum.

Try being conscious of your thoughts. Where does your focus naturally go?

Be Accountable

Some of the world's most successful behavior modification programs (Weight Watchers, AAA, etc.) are successful partly due to the strong accountability factor built into the program.

Don't try to achieve your goals in a vacuum. Very few people can do that. We need to be accountable for our actions to people who will help us hone our ideas, encourage us, or give us a kick in the behind when we need it. We need ongoing support from people who are committed to seeing us achieve our goals.

Get an accountability partner, join a committed mastermind group, hire a coach (or all three - some successful people have several coaches and accountability partners!) Just make sure that you've got people to keep you on track, and that if you don't move towards your goals, somebody will notice!

The website [StickK](#) allows goal-seekers to set up a "commitment contract," obliging them either stick to a goal – or pay up. The amount and recipient of the payment are determined at signup. It can be a friend, family member, charity, or even anti-charity (that's for real motivation). And, it's legally binding. How's that for serious?

Goal or Accountability Partner

Motivation, accountability and someone to share your trials and successes with -- having a goal partner is such a powerful aid to accomplishing the goals you set.

You can certainly achieve the goals you want to achieve on your own, but getting a goal buddy can put you on the fast track to achieving your goals.

- Provides motivation.
- Increases determination.
- Provides accountability.

Tips for a Successful Goal Partner Relationship

- Pick the right person.
 - A goal partner relationship, like any other, works best if there's give and take, so pick a person with similar goals and interests.
 - Pick someone with “believing eyes.”
- Structure your communication.
 - It's not enough to just tell each other what your goals are and then promise to call each other if you need to. Decide on how and when you're going to regularly communicate with each other. By setting appointments to communicate on a regular basis, you force yourselves to work consistently towards your goals and increase your chances of achieving them.
- Establish your roles beforehand.
 - What “style” will you each use? You need to let each other know what works for you (and what doesn't) ahead of time. Drill sergeant, caring mother, cheerleader -- what role or roles do you want your goal partner to play? If you backslide, for instance, do you want your goal buddy to call you out on it or pat you on the back and tell you it's alright?
- Set specific goals and share them.
 - Set goals you can actually achieve and incorporate them into a written action plan. This will give you and your goal partner a framework for discussion and support.
- Set a time limit on your relationship.
 - Setting a time limit on your goal partner relationship at the outset helps both of you focus on the purpose of the partnership. It increases your accountability to each other. At the end of the time period, you need to evaluate the progress you've made. Then you'll decide to go your separate ways, renew your relationship and continue to work on the same goals, or work on new goals together.
- Celebrate your successes.
 - Successes, no matter how small, need to be celebrated. As a goal partner, be ready to spot those small successes and praise them. Make sure milestones are noted and appreciated. It's amazing how motivating small gestures of appreciation can be.

Look Back to Move Forward Exercise

In 2013, what happened that made you feel the most proud of yourself?

- Personal:
- Business:

In 2013, what did not happen that was most disappointing to you?

- Personal:
- Business:

Looking forward to 2014, what do you most want to accomplish – BE SPECIFIC:

- Personal (self-care, self-growth):
- Relationships (friends, lovers, family):
- Career/Professional:
- Business Growth (or not):
- Business Marketing (promotions, business cards, web, social media, advertising, networking, speaking, etc.)

What is one step you will take to achieve these goals?

What is most likely to get in the way of your achieving success in these areas?

What tools can you implement to ensure success?

How can other people in your life support you?

One year from now, what do you want to have created because of your amazing ability to set goals and stick to them?

An Alternative New Year's Ritual - The One Word Theme

- I find it helps me to choose a word to give me an over-arching theme in the new year. For many people, the one word approach feels more manageable and powerful than a laundry list of New Year's Resolutions which can often feel like any other To-Do List.
- My word for the new year is Presence — a reminder to focus on the moment, to live each moment to the fullest, and to savor each experience. What's your word/theme?
- One is ideal. It gives you focus. If you master that one word, you can choose another one in June.
- In 2011, my word was Implement (and boy did I implement that year as I changed my business brand and model, and went with my husband on 13 interviews around the U.S. to choose a place for him to do a residency and for us to relocate to from NY).
- My word in 2012 was Change as we relocated across country and completely changed our lives (and expanded my business).
- In 2013, my word was Discover as I acclimated to living in Northern California and embracing our new life here (took Italian classes, became a "real" bicyclist, got back on stage with local theater groups, etc).
- Now in 2014, my word is Presence as it will be all about living in the moment, uni-tasking and savoring all of the experiences personally and professionally that I am blessed to have in my life.

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- I now believe that choosing a word for the year is so compelling because it takes the “should” out of our own up-leveling. Our word calls us out, rather than drives us to work harder.
- When I posted on my blog and social media about this one-word approach, I got a huge response to my appeal for people to share their word of the new year. People’s comments were very inspiring and thought-provoking.
- And this is what strikes me about these messages from people who chose a word based on my prompting. Almost always, they report that they had a little bit of resistance to their word at first. Or they were surprised at their word. Or they wanted a “cooler” word. Or a “bigger” word. But the word they ended up choosing was the perfect word for their true up-leveling.
- When we step back and just allow, our word of the year often seems to simply choose us.
- This is not to say that you can’t go forth and achieve and get things done and be your big badass self. (In fact, action is required!)
- So... what is your word or theme? Share so others can be inspired too!

ABOUT YOUR PRESENTER - LISA MONTANARO



Lisa Montanaro is a Productivity Consultant, Success Coach, Business Strategist, Speaker and Author who helps people live successful and passionate lives, and enjoy productive and profitable businesses. Her online learning platform, www.LMGUniversity.com, provides courses to improve people’s lives, businesses and careers. To receive her free Toolkit, Achieve Powerhouse Success with Purpose, Passion & Productivity, visit www.LisaMontanaro.com/toolkit. Lisa is the author of “DECIDE to be Organized: An Empowering Process for Change,” available for purchase on her site in the Online Store. Through her work, Lisa helps people deal with the issues that block personal and professional change and growth. To explore how Lisa can help you be purposeful,

passionate, productive, and profitable, contact Lisa at (530) 564-4181 or by e-mail at Lisa@LisaMontanaro.com.

LIVE THE SWEET LIFE IN 2014 - JOIN LISA’S NEW PROGRAM

Want to have the best year ever in 2014? Join Lisa’s new La Dolce Vita 6-Week Group Life Coaching Program starting on February 6. It’s affordable, but powerful! Only \$299 early bird rate by 1/31, \$359 thereafter. Covering productivity, relationships, health and fitness, financial wellness, and more! Details and registration can be found at www.LMGUniversity.com/LaDolceVita.