

SETTING GOALS, A MUST DO!

by

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“A famous longitudinal study conducted with recent graduates of the 1979 Harvard MBA program showed that while only 3% of the graduates had goals and committed them to writing, those who had “were earning, on average ten times as much as the other 97% of the class combined.” Setting goals takes consideration. Writing goals illustrates commitment. Sharing goals with others takes courage. Achieving goals takes perseverance. Setting goals starts it all.”¹

As you know, many of us today use GPS, but sometimes even GPS can give you inaccurate information. So, you must KNOW FOR YOURSELF the path you need to take, the knowledge and experience you need to have to arrive at your destination prepared and on time.

If you plan on starting a business there are two things you must do, set goals and write a business plan. Today we are going to talk about setting goals.

Goals

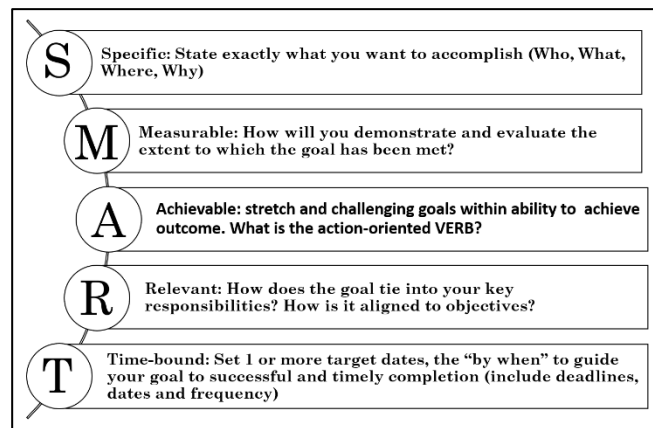
What is a Goal? A goal is reaching the end toward which effort is directed.² It is similar to a road map. It is a layout of the route you plan to take to arrive at a particular destination at a time in the future. The idea is to break the goal down into smaller manageable parts. One of the recommended ways of doing so is to develop SMART goals.

Smart Goals

The characteristics of S.M.A.R.T. goals are to help make goals a reality. The acronym will help you categorize what type of goals you should be setting, so that your chance of succeeding will increase. Let's look at S.M.A.R.T. now.

GOAL: I will clear out storage unit #1111 by Friday June 30, so as to eliminate the \$200.00 monthly fee.

The goal is specific and answers (who, what, when and why). It is measurable (date set). It is achievable and relevant (debt elimination). There is a time limit (it has a specific deadline June 30).



Motivation

There are times, you may want to quit, you need to persevere and practice tough love on yourself. I have to do this, as I tend to procrastinate. Stay focus, keep pushing forward, remember these goals are important to you. I guarantee that when you reach the goal, you will be beyond satisfied. **Yes, you can do this!**

If you would like to speak to a life coach/consultant to make an action plan, please contact us at <http://www.nfcannon.com>.

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² <https://www.merriam-webster.com/dictionary/goal>