

Mastering the Art of Goal Setting





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My Story


powered by *Juice PLUS+*



Dallas




1987




Eagle, CO

1997


The Road



1995




2009



1993 to the Present: Juice Plus+ → Our Income


Goal Setting



If you aim at nothing, you'll hit it every time

[Alice]
 'Would you tell me, please, which way I ought to go from here?'
 'That depends a good deal on where you want to get to,'
 said the Cat.
 'I don't much care where--'
 said Alice.
 'Then it doesn't matter which way you go,'
 said the Cat.

"This one step - choosing a goal and sticking to it - changes everything." ~ Bear Grylls



Goal Setting



If you aim at nothing, you'll hit it every time

Master the Art of Goal Setting





Mastering the Art of Goal Setting

A Goal is a Dream with a Deadline


I Have:

- 17 goals for 3+ years out (long term)
- 12 for 6 months out (medium term)
- 6 for next month (short term)
- → 100 on my "bucket list"




Examples (notice anything?):


- "I finish the Pike's Peak Marathon in 2013 in style"
- "I am fit, healthy and injury free"
- "I remember people's faces and names"
- "I know and love my great-grandchildren"
- "I am reverse tithing"
- "100 people on my team are qualifying their businesses in 2012"



The Dark Side of Goal Setting

- Why some people never set Goals
 - Fear of Failure (from past 'failures')
 - Fear of Success (misconception)
 - Perfectionism (never good enough: me, my life, my goals, plan, work)
- Why so many fail at Goal Setting
 - Procrastination
 - Poor Goal choices
 - All about the Plan, not about the Action
 - Unclear Priorities + too many Goals
 - Lack of Vision



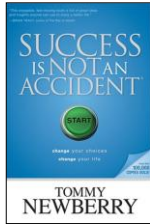


Understanding
Faith

10 Commandments of Goal Setting

Thou Shalt...

1. **DREAM** Great Dreams
2. **KNOW** Yourself
3. **WRITE** Your Goals
4. Write **POSITIVE** Goals
5. Write **PRESENT Tense** Goals
6. Write **PERSONAL** Goals
7. Write **SMART** Goals
8. **BREAK** your Goals Down
9. **COMMIT** to your Goals & Plan
10. Go **PUBLIC** with your Goals



1. Thou Shalt First Dream ...



DREAM Great Dreams

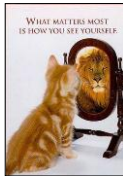
- Never stop dreaming. Rekindle old dreams, build new dreams
 - We dream and think in pictures
 - See clearly what it will be like when you are living your dream
 - Dream of your God-given potential realized (your WHY)
- REALITY (present) **GOAL** POTENTIAL (future)
- Once you're dreaming well...
 - Write some Goals to make your dreams come true

"The dream God plants in your heart, in your DNA, will not come to fruition by accident."
~ Tommy Newberry

2. Thou Shalt Know Thyself ...

KNOW Yourself & Decide Who you will Become

- The more accurate your self-concept, the more effective will be your Goal Setting
- You have potential, amazing potential
- Embrace that truth and grow into that Potential
- Your God-given potential = your WHY ... find it, aspire to it!
- *"If anything is a gift from God, this is it – knowing who you are."*
Francis Schaeffer

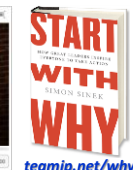
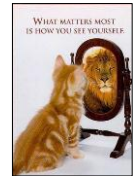


Goal #1
"I am Free to be Me"

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- Your God-given potential = your WHY ... aspire to it!
- *"All great Leaders Know their Why"*

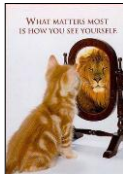


Goal #1
"I am Free to be Me"

2. Thou Shalt Know Thyself ...

KNOW Yourself & Decide Who you will Become

- The more accurate your self-concept, the more effective will be your Goal Setting
- You have potential, amazing potential
- Embrace that truth and live up to that Potential
- Your God-given potential = your WHY ... aspire to it!
- Discover your WHY ← discover your Sweet Spot



Goal #1
"I am Free to be Me"



Discover Your Sweet Spot

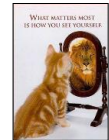
*"Do what you love
in the service of others
who love what you do"*



What you love to do... (→ satisfaction)
that you do well... (→ success)
that helps others... (→ service)

... and we love it!

They intersect at your Sweet Spot → X



**Do what you love,
in the service of others,
who love what you do**

Intersection of:

- Success (Strengths)
- Satisfaction (Heart)
- Service (Others)

X marks your SWEET SPOT

- the Zone where you were meant to live
- using your talents, skills, abilities, experience
- following your dreams and your passion

**Do what you love,
in the service of others,
who love what you do**

**X marks your
SWEET SPOT**

**MR./MRS.
SELFISH**

**Do what you love,
in the service of others,
who love what you do**

**X marks your
SWEET SPOT**

**MOTHER
THERESA**

**Your
Success
Blesses
Others**

2. Thou Shalt Know Thyself ...

KNOW Yourself & Decide Who you will Become

- The more accurate your self-concept, the more effective will be your Goal Setting
- You have potential, amazing potential
- Embrace that truth and live up to that Potential
- Your God-given potential = your WHY ... aspire to it!
- Your WHY ← know your Sweet Spot (your potential)
- Write a Personal Mission Statement that expresses your personal potential - passionately, positively, present tense

"A mission statement is a written, present-tense articulation of exactly what type of person you believe God wants you to become." ~ TN

My Personal Mission Statement

- "I do what I love,
in the service of others,
who love what I do"

- "I encourage others to their full potential"
- "Live Strong, Live Long, Die Short, Die Empty"

Grow into your Potential → Lead by Example **WHY**

3. Thou Shalt Write Thy Goals

WRITE Your Goals Down **MYTHBUSTERS**

- This will pull each goal out of your head, out of your dreams, and make it a little more real
- Looking at it, reading it over to yourself should give you butterflies
- Express it well and it'll paint a picture in your mind of what your life will look like and feel like once you achieve it
- Read your goals aloud every day

"Writing down your goals helps you to crystallize your thinking and gives you a physical device for focusing your attention."
~ TN

4. Thou Shalt Write Positive Goals



Write POSITIVE Goals

- Your brain doesn't understand negatives
- Say "I'm not going to eat junk food", your sub-conscious mind hears "I eat junk food". Instead write "I only eat healthy food."
- If you want to "not be in debt" write "I am debt-free!" (Dave Ramsey)
- Avoid "I don't want..." goals. In sports terms, this is playing not to lose, when you should be playing to win
- Keep your eyes on the Prize – make sure you look where you want to go



"You will always act consistently with the dominant pictures you allow to occupy your mind." ~ TN

5. Thou Shalt Write Present Goals



Write PRESENT Tense Goals

- Instead of writing "I will... will be... will do... will have...", write "I... I am... I do... I have..."
- Writing a Goal in the present tense causes "cognitive dissonance"
- Your mind hates tension, so it starts working for you (so does God)



"There's a gap between reality and your vision for the future, and since your mind hates tension of any kind, it immediately begins to alert you to all sorts of people, resources, and breakthroughs that can help push you toward the goal." ~ TN ...



Tommy & I know that God has a big hand in this.

6. Thou Shalt Write Personal Goals



Write PASSIONATELY PERSONAL Goals

- Is this goal just "right" for you? Does it keep you up at night?
- The goal should be something that you are so passionate about that you are willing to commit and invest significant time and resources to achieve it
- Care deeply about what you want to achieve, or you will quickly lose interest and your dream and goal will fall by the wayside
- Make your Goals consistent with your WHY (your Sweet Spot)



"The best way to keep your commitment to reach a goal is to understand why you are striving for it. It's the why, or the link to your values, that keeps you motivated." ~ TN

7. Thou Shalt Write SMART Goals



Write S.M.A.R.T. Goals

- Nothing ambiguous or wishy-washy is allowed
- Your goals must be
 - Specific (and purposeful)
 - Measurable (not vague)
 - Attainable (but challenging)
 - Relevant (personal to you)
 - Time-bound (with deadlines to know if/when you achieve it)
- Challenge yourself: set goals that are 20-30% beyond what you currently believe about yourself, and believe is possible



"You'll find that your creativity will increase as you more clearly define your goals." ~ TN



8. Thou Shalt Break Goals Down



BREAK Your Goal Down into Manageable Chunks

- Make a PLAN. Take your biggest, long term goal and methodically break it down into doable pieces and segments
- Make goals for your next 30 years (bucket list!)
- Your primary goals should be 3+ years in the future
- Your secondary goals should be 6-12 months out – clearly leading to achievement of your big goals
- Your short term goals should be for next month – your first step towards your bigger goals
- "Make your plan TODAY: one that leads to the achievement of your goals. Every day, starting today, take the Next Step in your plan; do it without fail. Commit to it and just DO IT!" ~ TN



9. Thou Shalt Commit ...



COMMIT to your Goals and your Plan and WORK

- The most powerful goals in the world are useless without the Will to plan to achieve them and the Commitment to act on that plan
- Taking Action fuels your commitment
- Go to Work: the harder you work at something the easier it gets



"There is no try. Only DO..." ~ Yoda

"If you find yourself wavering, beginning to have doubts, go back and work on your Goals again – and on your Commitment. Rework them, rewrite them, every week, until your goals are perfect. Then work on them some more!" ~ TN

10. Thou Shalt Go Public ...



Make your Goals PUBLIC and Yourself ACCOUNTABLE

In a study conducted at Dominican University, they found that:

- Those who wrote their goals accomplished more than those who did not
- Those who wrote their goals and sent their commitments to a friend accomplished even more
- Those who wrote their goals and sent weekly progress reports to a friend accomplished significantly more than all the others
- Make your written, committed goals public and ask someone to hold you accountable



"Success is not an accident." ~ TN

*On July 28th 1995 (my birthday)
in Denver, CO*

*Jenny and I will cross the stage
as new*

National Marketing Directors

signed,

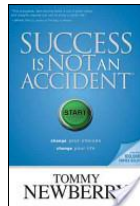
Nick Daly

(Dated February 8th 1995)

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Goal Setting – the New Normal

My Goals (Positive, Present WHY vs How or What)

- "I finish the Pike's Peak Marathon in 2013 in style"
 - ❖ "I will complete the PPM someday"
- "I am fit, healthy and injury free"
 - ❖ "I must not be injured or sick"
- "I know and love my great-grandchildren"
 - ❖ "I hope to live to 95 years of age"
- "I remember people's faces AND names"
 - ❖ "I will stop forgetting people's names someday"
- "I am reverse tithing by 2020"
 - ❖ "I will make \$3 million a year someday"
- "100 people on my team are qualifying their businesses in 2012"
 - ❖ "I want to be in the 100 Club someday"



Goals for Everyone



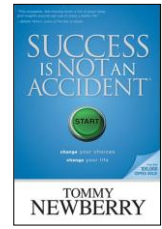
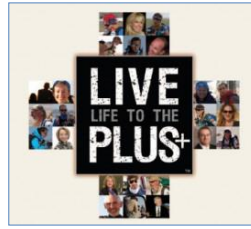
"God + Goals + You = An Unbeatable Combination" ~ TN

- I am Free to be Me!
- I'm Debt-Free!
 - www.daveramsey.com
- I am a National Marketing Director on (Date)!
- I am living my WHY in my Sweet Spot!



The Daly Homestead in Eagle, CO





Goals will make all the Difference

