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TEN INDISPENSABLE TIPS *FOR EFFECTIVE GOAL SETTING*

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For the past twenty plus years, as an entrepreneur and a motivational speaker, Scott has been devising effective marketing strategies for numerous start-up companies, and energizing their employees as well. Scott believes that a healthy organizational culture is integral to an organization's success. Without a foundation of positive energy, the company will eventually fail. Devoted to motivating and empowering organizations to function at full capacity, Scott offers consulting services (sales, marketing, customer service, management) and conducts numerous motivational presentations to thousands of listeners each year. As the former Chairperson for the National Speakers Association's Educator's Expert Group, Scott possesses a unique ability to relate to and inspire his audiences and clients. With programs that empower, entertain and energize, his services are always well received. Although much of the knowledge he acquired was through experience, additionally, Scott also holds a Bachelor of Science Degree from Bentley College in Waltham, Massachusetts and an MBA from Texas State University.

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TEN INDISPENSABLE TIPS FOR EFFECTIVE GOAL SETTING

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What is goal setting?

Goal setting is simply the act of seeing one's ideas through to completion. The reason we set specific goals is so we can gauge our expectations and ultimately, accomplish more. Setting goals is equally important in both our professional and personal lives. In fact, if you are a successful goal setter professionally, you are far more likely to be an effective goal setter personally (and vice versa). So, I invite you to view these simple, yet essential, goal setting techniques and empower yourself to become more effective in all that you do, starting today!

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TIP #1 – It needs to be realistic

Setting lofty goals is reasonable at times, but when your goals include the efforts of many, you need to be realistic in your expectations. If goals seem unattainable, many people will simply give up, thinking there is no way they can succeed. An easy way to find out if the goal seems off the mark is to ask others. Always be sure to encourage your team by communicating your trust in them, but also allow them to fail, so they can learn from their own mistakes.

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TIP #2 – It needs to be specific

It must be measurable in some way. If it is too general, you might not be able to quantify the success of your efforts. For example, instead of saying, “Let’s grow our revenue by 10% this year”, maybe say, “Let’s minimize expenses by sponsoring fewer events and spend that money on finding new clients from door-to-door introductions”. Now, due to the new relationships created, you might say, “Let’s create a goal of generating \$50,000 in new business from our new relationships.”

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TIP #3 – It needs to be believable

If you do not believe this goal is attainable, then why would anybody else? Make it a priority to take ownership of the goal and visualize its' success. In your organization, people take note of how you behave. Remember, if you are sincere, others will believe in you, as long as you believe in yourself.

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Tip #4 – It must be in writing

Write your goals down along with all necessary steps to reach those goals. Putting it in writing makes it real. Written goals are always easier to achieve because you have a physical reminder. Don't just write them down. Hang your written goals in a place that you will see them throughout the day. Make sure you see them often!

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Tip #5 – It must have realistic time constraints

You need to provide sufficient time for a goal to be completed. Often times, from one person's perspective, a task seems simple, but it may not be simple for all parties involved. One thing to remember is that sometimes people are afraid to admit if a timeframe is too short for a given project because they do not want to be perceived as incompetent. They would rather make excuses later, which can put a strain on a positive culture. Communicate! Let everyone know that you would rather they tell you their limitations up front, instead of at the project deadline.

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Tip #6 – It must be free of too many obstacles

With any goal, there are obstacles that stand in the way of success. Gauging these hurdles is important. Prior to sharing or committing to any goal, make a list of things that could get in the way of achieving it. If these obstacles seem to be more difficult to overcome than originally expected, tweak the goal a little, ensuring a better chance at success!

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Tip #7 – It must be a goal you can commit to fully

Often times, we set goals based on the needs of the moment. When setting a goal, you must try to be a visionary, and look into what might come next. Anticipating all future needs and being prepared for unexpected roadblocks is not possible. Being committed to your goal, regardless of what happens along the way, is possible, and it is imperative for successful goal setting!

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Tip #8 – It must come with a detailed plan of action

The foundation of a business is the business plan and the foundation to goal setting is an action plan. You need to have a plan in place to make things happen. Since most goals are based on making changes for improvement, you must detail what changes will be made and how. Remember, doing the same things over and over again and expecting a different result is called “insanity” not “effective goal setting”.

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Tip #9 – It should be shared with others

Sharing your goals with others puts you on the fast track to success and achieving all of your goals. We all need to be reminded to stay focused. The more people who know what your goals are, the more support you will have.

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Tip #10 – Its' reasons for success can be replicated

If you are able to achieve your goal, take a moment and look back at the process. Try to figure out why your efforts paid off. Ask those who supported you on the way to this achievement, if they can offer any insight as to why you succeeded. Incorporate your past reasons for success into future goal setting efforts.

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