



GoalWorks
the link between goals and success

From Dreaming to **Action**

1 Dreaming and Vision Making

1.1 Introduction

Everyone has dreams! As kids we used to dream about the things we wanted to be, dream about the things we wanted to do, and dream about the things we would love to have in our lives. Now that we are adults, we allow very little time in our lives to dream. We somehow get so stuck in our lives and everything going on that we seem to forget how to dream. When you get caught up in the everyday humdrum, living out our dreams just doesn't seem possible amongst everything we have to do. So, we give up dreaming and we let life 'happen' to us. When life 'happens' to us, very few of us believe that our dreams will ever come true. But, it doesn't have to be this way... all it takes is for you to allow yourself a little freedom. The freedom to dream again, the freedom to let your imagination go wild and dare to think about just what might be possible in an ideal world. It all starts with the imagination.

Albert Einstein said 'the imagination is more powerful than the will.' Your imagination lets you see things that are possible, where your head might tell you otherwise. Imagination has changed the course of the world... where would we be if Edison hadn't imagined a light bulb, or the Wrights hadn't imagined a machine that could fly?

1.2 Re-igniting the Imagination

So, how do we re-ignite the imagination? Let go of the everyday shackles that stop us from dreaming for a few minutes and let our minds run free. The key here is to find a half an hour to an hour to yourself somewhere nice and quiet, get yourself into a relaxed state and start dreaming. Start thinking of all of the things that you want to BE, all of the things that you want to DO, and all of the things that you want to HAVE in your life. Do not place any limits on yourself, don't limit your imagination to what you think is realistic, don't limit your imagination because you think others might not approve of your dreams, don't limit your imagination because you don't know where to start. The key is to just make a start, get the imaginative juices flowing. There should be at least 50 dreams written down by the end of each exercise. Space is provided over the next few pages. Don't reason with yourself, don't justify, and don't hold back. Get outrageous, get enthusiastic, and get excited! Have FUN with it!!

1.3 Areas of your Life to Focus On

There are seven major areas in your life that you should focus on when conjuring up your dreams if we want to maintain a balanced and successful life. These areas are (in no particular order);

- Career, work, business
- Relationships – personal, business, etc
- Health and fitness
- Finances and wealth
- Personal growth and development (also includes spirituality if you are a spiritual person)
- Fun stuff – free time and hobbies
- Contribution – doing things that benefit others.

1.4 **BE-DO-HAVE Examples**

Below are some examples of the BE-DO-HAVE dream equations.

BE:

Focus on the characteristics and the traits of the person that you want to be.

- I want to BE an entrepreneur
- I want to BE a better husband
- Be charitable

DO:

Focus on the things in your life that you want to do, including places you want to visit, skills you want to learn etcetera.

- I want to play in a Rock and Roll band
- I want to climb Mount Kosciusko
- I want to swim with dolphins
- I want to skydive
- Work and live overseas

HAVE:

Focus on the things that you want to have in your life, including luxury items, material possessions, opportunities etcetera.

- Own a Ferrari
- Own 6 houses
- Have 3 children
- Own a Benneteau yacht

1.5 **Tools, Tips and Ideas to Get You Started**

There are a number of ways that you can get the creative juices flowing and re-ignite your dream generators.

Some Questions to get you started:

- Is there anything you are passionate about?
- What makes you happy?
- What makes you excited? What really juices you?
- Is there anything that is consistently on your mind day and night?
- What kind of life do you want in 5 years, 10 years, 20 years?
- What do you enjoy doing? What do you love doing?
- Do you feel fit and healthy?
- Are you in as good as a financial state that you want to be?
- Have you ever thought about travelling?
- Are you doing what you really want to be doing?
- Are your relationships as good as you would like?
- Is your career heading in the right direction?
- Is there anything you want to learn?

If you are still having trouble... cheat off others! There are no right or wrong answers here. This is a dream list. It doesn't matter where the dream is initiated. If you think of something you want to do, put it down! Get Outrageous... YOU ARE ALLOWED TO BE!

A useful tool for cheating off other peoples dreams is <http://superviva.com/idea-lists/> . Check it out! Thousands of people have put their dreams down here and thousands have turned these dreams into goals, and achieved those goals. This is going to be you!

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Things I want to BE
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DO

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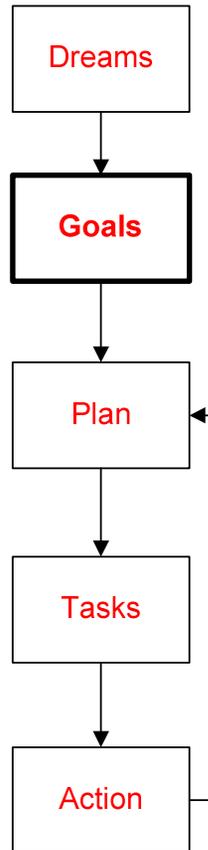
Things I want to DO
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Things I want to HAVE
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Things I want to HAVE
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2 Turning Dreams into Goals



2.1 Refining Your List

Now that you have sparked your mind into action, its time to refine the list a little bit. You have generated a large number of dreams for your life and you deserve congratulations for doing so... well done. The reason for creating such large lists was to get the creative juices flowing so that you didn't limit yourself to what you are 'allowed' to achieve. There is no doubt that by undergoing this exercise, you will have uncovered some dreams that have you excited by the mere possibility that you might achieve them. No doubt some of these are things you would not have thought about for years, if at all.

However, such large lists can be overwhelming. If you were now asked to go and make a goal and make action items for each of the 50 items on each list (if you managed to get that many), you would be so overwhelmed that you wouldn't know where to start, and you probably wouldn't start at all. So, we are now going to refine your list. Go through each list and pick the 3 to 5 items that you really want to have a crack at as part of GoalWorks. Try to pick at least one short term goal (1-3 months to achieve), one medium term goal (6-12 Months) as well as a longer term goal (12 months +). We are then going to go through a process of producing some tangible goals around these dreams, create a plan for achieving these goals, make a list of tasks that need to be undertaken to make progress on the goals, and finally we are going to take ACTION! MASSIVE ACTION! HUGE ACTION! First off though, go through your list and pick your top 3... these are going to be your must do's.

2.2 S.M.A.R.T. Goals

So, how exactly do we go about turning our dreams into goals? First, let's start with defining the difference between dreams and goals. Dreams are the broad visions that excite us about a certain topic. For example, Jim may have a dream "to lose weight". This is a broad vision with no specifics. Dreams will always remain dreams until we decide to turn them into goals. When we turn them into goals, all of a sudden we are able to lay the plans to turn them into reality.

So then, how do we define a goal? A goal is something that is tangible. A goal is something that we can make a plan for. The best goals follow the S.M.A.R.T principles. The S.M.A.R.T acronym stands for:

Specific – the goal must be specific, not a broad statement

Measurable – you should be able to measure your progress and clearly identify the successful achievement of the goal

Achievable – don't set the goal so high that it is impossible to achieve. The goal should be challenging, without being out of reach or so hard that you give up on going for it.

Realistic – a goal to swim the English Channel, underwater while holding your breath is not realistic

Time-framed – you should give the goal a timeframe in which it is to be achieved. Be sure to set your timeframe to something that is achievable!

2.3 Recording your goals

Now that we know the difference between a goal and a dream, we can set about capturing our goals in a manner that meets the S.M.A.R.T principles.

Capturing the goal in a clear, concise and compelling way is one of the most important steps in the goal setting process. You need to capture the end Result. What is the goal going to look like when it is achieved? One of the most successful methods for expressing and capturing goals in a written form is as follows;

Result

"It is 8th of September 2010 and I have just hit my goal of losing 30 kilograms. I am now at my goal weight of 80kg's, and I feel fantastic. I feel better about myself and I feel fitter and healthier than I have for years. I am now able to enjoy life more with my wife and family".

2.4 The Purpose of your Goal

When you are clear on what the Result will look like and what it will feel like, take a minute to capture the purpose of the goal. Why do you want to achieve it? What is the reason you are going after it? This particular exercise is extremely powerful. Put power into the reason you are doing it.. put emotion into it. Using the goal to lose weight, an effective purpose might read as follows;

Purpose

I will achieve this goal because I am sick and tired of feeling like a slob. I am tired of feeling lethargic and tired all the time. I want to be fit and healthy and feel

more attractive to my wife. I want to be able to run around and kick the footy with my kids without feeling like I have been run over by a steam train after 5 minutes. I want to be able to surf again like I used to when I was younger.

2.5 Tips for Realising your goals

Having goals and achieving them is motivating and empowering. However, we all know (mostly through experience) that goals can sometimes be difficult to achieve. This can be for a number of reasons, but in a lot of cases, it is because we have tried to go for big, long term goals without practicing the art of achievement first. This can be done by setting smaller goals, or breaking down your bigger goals into smaller ones. Success and achievement of goals creates momentum. Once you are on a roll with creating and achieving goals there will be no stopping you.

Our long term goals are generally our important ones. Here are some tips for setting and achieving long term goals.

1. Start with short-term goals that will lead you to medium term goals

Short term goals are easier to focus on, and easier to break down. Achieving short term goals creates momentum.

2. Make sure that you really do want the goal

You have to get it clear in your mind how the goal is going to improve your life and why you really want the goal. If the goal is not going to improve your life in any way, or is something that you don't want at all, then why do it? It is true that sometimes some of the tasks that are involved with a goal may not be exciting, but keep the big picture in mind.

3. Tell People

This is where **GOALWORKS** comes in!! Telling people about your goals helps you in a number of ways including

- It galvanises it in your mind – telling people you about your goals and discussing them makes them all the more real
- You have someone to hold you to account. This in itself creates motivation.
- They can support you and help you to achieve your goals

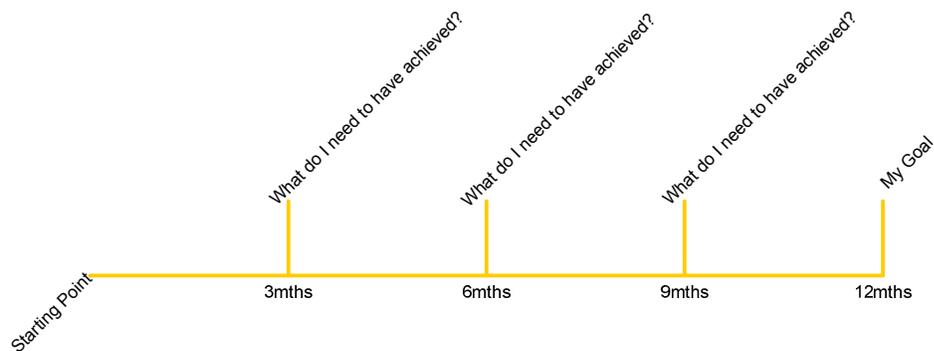
4. Don't Give Up – stay on track

Get into the habit of reviewing your goals every day. Measure your progress against your goals plan. Set up reminders and implement a plan to make it easier for yourself. Most of all, don't give up on yourself... it is in your control.

2.6 Chunking it Down!

One of the challenges with bigger goals is that they can seem overwhelming. Where do you start? Which bit do you do first? How do you know if you are making the progress you need to make?

A very effective way to avoid overwhelm with regards to big goals is to 'chunk it down', that is, to break the goal down into smaller milestones. To do this, determine when you want to achieve your goal and then work backwards from there to what you would need to have achieved at particular points in time along the way. The number of milestones that you need to chunk the goal down to depends mostly on the length of time that is expected to take to achieve the goal. The figure below provides an example of how a 12 month goal may be chunked down.



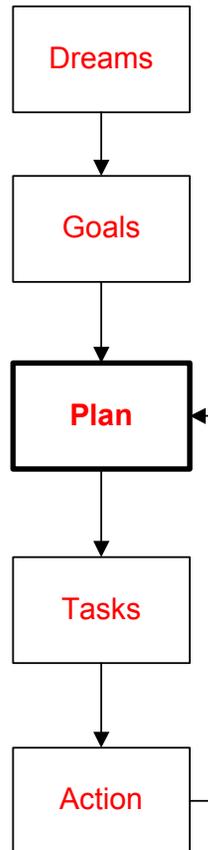
In GoalWorks, we are going to focus on the achievement of goals in the 3 month period ahead of us. So, if you have a goal that is longer than that, we will aim to chunk it down so that our three month goal is a milestone of your overall goal. Using Jim's example from above;

- Chunk Levels**
1. By December the 8th, I will have lost 15kg's, and be walking a minimum of 1 hour per day
 2. By the 8th of March 2010, I will have lost 20kg's and will be running for a minimum of a half an hour every second day
 3. by the 8th of June 2010, I will have lost 25kg's and will be running for a minimum of on hour every day, and surfing twice a week
 4. by the 8th of September 2010, I will reach my target weight of 80kg!

Goals become more manageable and more achievable when you chunk them down. The goals become more realistic when you focus on your next steps, rather than trying to jump straight to the end. How do you eat an elephant? One bite at a time..

We should aim to break the goals down into at least 3 manageable pieces (preferably 5).

3 Creating Your Plan



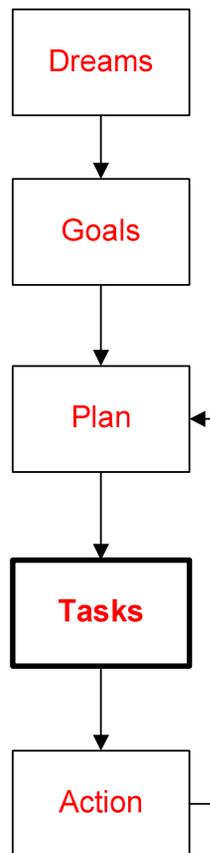
Once we have a clear vision of our goals, it is time to start on the nuts and bolts... creating the plan to achieve the goals. Now that we know how to chunk down the goal, we can start planning on how we are going to achieve it, what actions and tasks need to be undertaken, who we might need to help us etc.

Create an action plan for how you are going to achieve your goals. Come up with as many ways that you can think of for how you can achieve the goal. Don't limit yourself, don't hold back. Brainstorm and come up with anything that you could do to achieve the goal. They need to be written out in specific and simple terms. When you have finished the list, highlight the tasks that are MUST DO items. Going back to the losing weight example goal;

Plan

- Join the gym and getting a program designed for me
- Eat more healthily
- start walking in the mornings and evenings
- buy some new clothes at my goal weight
- find someone who will workout with me
- cut out junk food
- buy some motivational books
- find someone who has lost a lot of weight and kept it off and ask them for tips

4 Defining the Tasks



Now that we have a plan for how we are going to achieve the goal, we need to define the exact tasks that we are going to focus on in order successfully complete the plan, and thus achieve the goal.

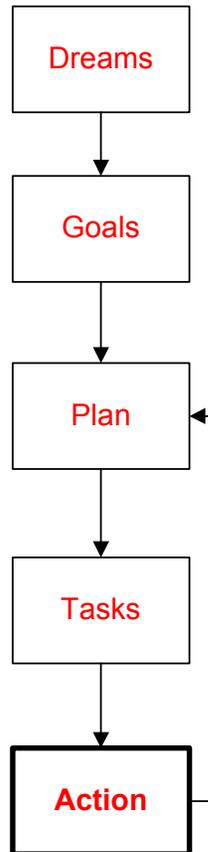
Tasks can also be defined as 'mini goals'. That is, something specific has to be completed by a certain time in order to move you closer to the overall goal.

In the GoalWorks Process, the tasks are things that we will commit to completing between each meeting, and will be used to measure our success and progress through the completion of them. At his first GoalWorks action meeting, Jim may commit to the following tasks to be achieved by the next meeting in order to start his progress towards his first 'chunked down' goal.

Tasks

- Drink no alcohol between Sunday and Friday at all. Only drink a maximum of 4 lo-carb beers on Friday and Saturday
- No takeout junk food during the week.
- On Monday, Wednesday, Friday and Saturday morning, I will walk for a minimum of 30 minutes
- Call the gym to book in for an assessment and program.

5 Taking Action!



'Dreams are only fulfilled through action, not through endless planning to take action'.

Goals can change your life. Research shows people who set goals for themselves on both personal and professional levels are more likely to achieve a higher level of success compared to those that don't. However, you can have a multitude of goals and plans to achieve those goals, but to achieve anything, you need to take ACTION! Without ACTION, having goals is like having a box of cake mix and expecting it to turn into a cake. The key ingredients are there, but it's just not going to happen. All the dreaming, the knowledge, the planning, the motivation is useless without ACTION. A goal by itself has no value unless it is accompanied by ACTION.

Of course, if you choose inaction, you accept the consequences it yields by default. Nothing happens unless something moves. Choose ACTION and take control. Get determined to take action... get determined to get things done. Get determined to not settle for a mediocre life.

There is a key distinction that you need to make when it comes to taking ACTION. That is... ***You do NOT need to be motivated to take ACTION.*** Re-read the above statement and let it sink in. This distinction is completely different to what most people think.

However, you do need to have discipline. The word 'discipline' often has negative connotations to it, but it shouldn't.

Discipline = Freedom.
Discipline = Success.

Be disciplined. Force yourself to take action if you need to. Make yourself get out of bed early, make yourself make that phone call, make yourself stop procrastinating. Take some form of ACTION, no matter how small, and you create momentum and motivation. Don't rationalise with yourself before taking action... just DO it! Momentum overcomes rationalisation.

One last thing on taking ACTION, and that is NEVER EVER EVER NEVER EVER leave the scene of setting a goal without doing or committing to do something towards it's achievement. It could be as simple as sending an email, or making a phone call, or entering it into your diary, but do something. It reinforces it in your mind and creates momentum.



Brett Hillcoat is the owner of Goalworks. Goalworks is a business that is all about helping people achieve their life goals and dreams. We all have dreams and things we want to do within us, but sometimes life just gets in the way, and those dreams seem to slip away. Sometimes we are just too overwhelmed with what is going on in our lives to be able to contemplate setting goals, or to let ourselves dare to dream. We help you clarify what it is you really want, and then help you devise a systematic way to get there by giving you the tools and the process to make it happen. Goalworks operate in groups of 6-10 likeminded people who are as determined as you are to achieve their goals. These people become your own personal achievement team.

To find out more about Goalworks, visit the website at <http://www.goalworks.com.au> or drop us an email at achieveyourdreams@goalworks.com.au. We would LOVE to hear from you!