

Setting Goals For Life



People who set goals accomplish more and go farther in their careers than people who do not. So why doesn't everyone set goals? Are some people lazier than others or lack the discipline others have? Possibly, but that's not why people don't set goals. Incredibly, it's because they don't know how. Setting goals may not be rocket science but it had might as well be if you don't know how to do it.

Each of us has a lot more control over our lives than we might think. Others influence us, of course, but no one can make us think or do anything we do not want to do. We, and we alone, control the thoughts we think, the images we visualize and the actions we take. This is what makes the setting of goals so critical to life and business success.

Taking responsibility for your own life is the first step to living life on purpose. And living life on purpose is a huge step toward success in life. It's a choice everyone can make. It's also one with enormous consequences. Taking responsibility for your own life means no more excuses and no more blaming others. But most importantly, it means having a crystal clear notion of your life's purpose and pursuing that purpose with all your might.

Whether you are a manager, a salesperson or an executive, having a workable system for setting and attaining goals will help you get to where you want to be in life.

We Get What We Expect

You've heard the saying "you get what you deserve" maybe a million times in your lifetime.

Sorry, but it's just not always true.

What is true is the fact that we get what we expect. That's why, in many medical experiments the people who are given placebos experience symptom relief, often at the same rate or even higher than those who were given the actual medicine or procedure being tested.

Setting goals is a form of setting expectations. A major American university performed a study of the effects of goal-setting. Subjects were divided into five separate categories, with those in each category asked to approach goals in significantly different ways.

- Group One was asked to set goals and mostly think about what they wanted to accomplish.
- Those in Group Five were asked to take their goals very seriously and to take a number of ongoing actions related to their goals.

The difference in accomplishment was nothing short of amazing. Those in Group Five were almost twice as successful achieving their goals as were those in Group One.

Programming for Success

Until the last decade or so, little was known about why some people were more successful than others at formulating and achieving goals.

Now we know the human brain can literally be “programmed” to help us reach goals. It is done through the use of a little known part of the brain called the reticular activating system. A significant part of the Setting Goals for Life program is spent on how to program your brain to help you succeed. It’s not voodoo or rocket science; it’s common sense raised to the nth degree.

As you might expect, the largest chunk of Setting Goals for Life is spent on showing participants a highly practical way of setting and attaining goals. It’s a proven method that, if followed, almost ensures the attainment of both short-range and long-range goals. The reason many people don’t set goals is they don’t understand how to set them and how to attain them. Our system is practical, doable, and it works.

Merging Goals

One of the biggest reasons goal-setting does not work for many people and their companies is they compartmentalize goals, keeping corporate goals separate from personal goals. It’s a recipe for failure for most people.

We achieve our greatest success when we synthesize or merge our company goals with our

personal goals. Making that connection gives us the greatest incentive we can ever have to achieve corporate goals. Setting Goals for Life reveals how to let personal goals literally drive corporate goals, resulting in maximum success for the individual and the company.

Whether you are a top manager, producer, salesperson, or just starting out, setting the right goals the right way, and having a proven system for attaining goals, will give you the best shot you will ever have at achieving the success you’ve always dreamed of.

Setting Goals for Life is one-half day.

Setting Goals for Life Takeaways

- Learn a practical and proven process for setting holistic goals.
- Discover how programming your brain can help you achieve the goals that mean the most to you.
- Go beyond the how to fully understand why setting goals is so critical to your success.
- Learn why expectation is the most critical element to ongoing and lasting achievement.

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