The Ultimate Guide to

Value-Driven Goal-Setting

That Will Change Your Life Forever!

Goal-Setting Made *Easy!*

Goal-Setting That Will Motivate and Thrill You!

Goal-Setting That Actually… *WORKS!*

Goal-Setting That Works The Way Your Brain
Naturally Solves Problems
And Achieves Anything Your
Heart Truly Desires!

By

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The first person to acknowledge for this work is George Dubie. George had the vision for what this short booklet could be and how it could serve people. Thank you for your encouragement, feedback and support.

The second essential person, the one without whom little would get done, is my friend, life partner and spouse, Mary Ertle. As always, her editing, her support (and patience with me) made all the difference.

And finally, my friend and editor, Michelle Stimpson. For many years I have looked for an editor who really “got” my focus, style and vision, and who could edit my work without trying to “fix” my ideas and personal style. Michelle has been a godsend and to the degree that this booklet is readable and lucid, the credit is hers. The responsibility for any uncorrected typos, errant dangling participles and incomplete sentences remains, however, strictly mine. Even the best editor can only do so much.
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Foreword

Way to go, Dr. Humbert! Once again, this brilliant, insightful, and motivational writer has brought the topic of achieving one’s dreams down to a human level. Too often, we shut down when thinking about goal-setting because of its overwhelming nature. It’s easier for us to keep doing ‘business as usual’ with our daily tasks and routines, maintaining the status quo but not making much progress on our most important goals. Who has the time to tackle a goal anyway? Too much work.

Wait until you read this booklet, though! What Phil shows us is that: 1) We are goal-setting creatures by nature, and we already (subconsciously) know how to do it very well, 2) The goal-setting process can be broken down into three simple, specific steps, and 3) ANYONE can do this!

Phil explains where the confusion lies and why we often struggle. Believe it or not, too often we get in our own way and this little booklet will show you the way out! Let “Dr Phil” show you how you can set and achieve amazing goals!

I love the way Phil explains how to tailor your goal-setting plan to the ways you work best. Figure out where your energy is and go with it--as long as you stay congruent with your inner values. I used to think something was wrong with me because I had so much trouble setting long-term goals. They didn’t jazz me up or do anything for me, so I kept pushing them by the wayside. NOW I GET IT! I have always been drawn to short-term goals; they give me energy. So, now I can focus on the types of goals that come naturally to me. Ahhh…what a relief! Now I have the gift of knowing how to capitalize on the strengths I already have.

Phil does a superb job of empowering the reader, reminding each of us that we are responsible and we are in charge of our lives. No one else can do this for us. While embracing that great news, enjoy reading this booklet! Congratulations on your commitment to creating the life you want to live. How exciting that we now have the tools to chart our own course! Thank you, Phil!

Sincerely,

Michelle Stimpson
LifeShine Coaching and Consulting
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Introduction: The Goal-Setting Process

Far too many people have a love-hate relationship with their own goals and with goal-setting exercises they have used in the past. A truly effective goal-setting process must begin by acknowledging our ambivalence, getting to the bottom of it, and turning it to our advantage.

The fact is that human beings are goal-oriented by nature and we actually achieve over 99% of the goals we set for ourselves. At the same time, however, it is also true that we fail to achieve the vast majority of “official” goals we list during formal goal-setting exercises, and unfortunately, those failures are the memories that most-often come to mind. No wonder people dread goal-setting exercises, and many people simply refuse to do them.

The truth is that we set and achieve goals naturally, throughout our entire lives. As little children, we want cookies or our favorite toy. We want someone to read us a story, or we want to play dress-up with mommy's clothes. Later, we want to stay out past curfew, play music our parents disapprove of, or dye our hair blue. As adults, we set and achieve similar goals every day. We successfully drive to our favorite restaurant, seek and find our favorite television show, or convince our spouse that buying a new car really is a good idea.

Human beings choose, visualize, and successfully achieve dozens, perhaps hundreds of small goals every single day. In fact, life would be impossible if this were not true.

The 3 Steps of the Basic Goal-Setting Process

At its most basic, goal-setting involves three simple steps and we use them every day to create and maintain the lifestyle we want for ourselves and our loved ones. Here's a basic outline to achieve any goal in life:

- Choose a desired outcome
- Develop an effective strategy
- Use the strategy to obtain your goal
A Simple Example of the Goal-Setting Process

Let's use this model to see how it works in practice, and we'll choose a particularly mundane, familiar example. Let's say you notice that you are uncomfortably thirsty and you want to solve the problem by drinking a can of soda-pop. How do you get from the state of "being thirsty" to the happy state of having finished a can of ice-cold soda-pop?

First, you realize your discomfort, analyze the situation and consider possible solutions. In our small example, you notice your thirst and the analysis stage probably takes only a few seconds. You might consider ignoring the situation, particularly if you are in the middle of a meeting or if some other consideration stands between you and a thirst-quenching drink. You might consider various alternatives, including a drink of cold water or hot coffee, but at some point you choose your most preferred solution: a can of cold soda-pop.

Having chosen and visualized a desired outcome, you consider various strategies to make it happen. To stretch our example and make our point, you might consider leaving the house, driving to a local restaurant and buying a cold beverage. You might consider asking a family member to bring you a cold drink. You probably do a brief mental inventory of the alternatives that are likely to be found in the refrigerator, cupboard or pantry. These are just some of the many strategies you could use to obtain your chosen solution of drinking a can of cold soda-pop.

In the end, let's say you select the option of walking to the kitchen, opening the refrigerator door, reaching in for a can of pop, and drinking it from the can while walking back to the couch in front of the television. Having selected a strategy, all that remains is to execute it and successfully achieve your goal of relieving your thirst with a can of cold soda-pop.

What a silly, ridiculous example! Of course it is! But it does illustrate how we achieve the goals we achieve, and by comparing our success in this example to our failures to achieve some bigger, more complex goals, we may find clues about how we sabotage ourselves and successfully fail to achieve most of the goals we set in formal goal-setting workshops.

We Are Goal-Achieving By Design!

Think about all the goals you have successfully achieved during your life. As an adolescent, you probably learned to drive. You may remember convincing your parents to let you date someone they disapproved of, or perhaps you successfully fooled them and snuck out behind their backs. During those teen years, you probably
set and achieved goals to experience your first kiss, your first love affair, and perhaps earned your first paycheck. Maybe you participated in athletics or set and achieved a goal to get an "A" in your favorite class.

As adults, we set and achieve goals to get married or take a vacation to Hawaii. We set and achieve goals of having children, buying a home, getting a promotion or changing jobs.

The reality is that human beings are goal-setting, goal-achieving creatures. We do it every day, all the time, in every area of life and we can't help ourselves. We are constantly experiencing a want or desire of some sort, developing strategies to achieve it, and taking action to make our dreams come true.

The problem is that the vast majority of our goals are either unconscious or barely conscious and we almost never examine them critically. The majority of our goals are things that might actually embarrass us if we said them out-loud and considered them rationally.

We have goals to sit on the couch and watch our favorite programs, and this particular goal might occasionally become conscious if we invite friends to watch the Super Bowl or a similar event, but most of the time it's just "what we do" to relax. Similarly, we might have a goal to celebrate a special anniversary and we consciously develop a strategy of buying flowers, making dinner reservations, or cooking a favorite meal, but on a typical weeknight, our goal of having dinner is much less conscious and much less thoughtful – we simply look in the cupboard and make a selection based on some combination of what we're hungry for, what's available and other considerations of time and cost.

By understanding this simple process of choosing desired outcomes, developing strategies to obtain them, and taking action, we begin to understand how every aspect of our lives is, to a very large degree, the result of successfully achieving past goals.

**Successful Goal Achievement**

Do you remember the time before you lived in your current residence? Your home is the result of successfully achieving a past goal to acquire housing.

Perhaps you live in a mansion over-looking the ocean, or a penthouse apartment in New York. Perhaps you live in a split-level suburban home, or on a ranch in Montana. It doesn't matter where you live, or how satisfied you are with it at the moment. At one time, it was a goal and you successfully achieved it.

If you are thrilled with your present home, it may be the result of a very conscious, long-term goal-setting process to secure your ideal home. Perhaps you saved for
years, looked at dozens or hundreds of other properties, or perhaps you worked with an architect to design and build your dream home.

On the other hand, perhaps you hate your home and find it uncomfortable and unsatisfying. Unless you are incarcerated or are being held against your will, it is still likely that at one time your current home represented the best available strategy for achieving some goal. Maybe you needed a place to get out of the rain, and sleeping under a bridge solved that problem. Perhaps you were new to the community and needed quick, temporary housing in order to start a new job on Monday. Perhaps, somewhere in the dim, distant past, sharing an apartment with three roommates actually did seem like a good idea.

Whatever your present situation, at one time it represented the achievement of a highly desired outcome. You reached your goal, and are to be congratulated on your success!

The exciting, wonderful part of this is that you are an expert at choosing desired outcomes, selecting appropriate strategies, and achieving your goals. You do it every day, and every aspect of your current lifestyle reflects your past choices and your success in achieving them.

But this is also the unfortunate part. Your current life, including your housing, your job, your friends and hobbies, your car, your furniture and your bank account all reflect the achievement of past goals. Your weight and fitness, your love life (or lack of one) all reflect choices, strategies and successes you have had in recent years.

Now, some readers may feel this is not true, that you are a victim of someone who divorced you, fired you, or lied to you, and in some situations that may be true. Perhaps you rode the bus to work this morning because last night someone stole your car. In that case, I agree – riding the bus is not the result of a goal you set out to achieve. Or, perhaps you were recently "downsized", are unemployed, behind on your mortgage and about to lose your home and these things are not the result of your choices. I agree with that.

But, over the long-haul, if you don't replace your stolen car, and if you don't sell the house, or find another job (or start a business, renegotiate your loan, or make some other arrangements), your state of financial crisis will eventually become the successful result of choices you make.

In the long run, your life is the result of the choices you make and the goals you achieve. There is no avoiding this reality.
When Goal-Setting Doesn’t Seem To Work

We do, however, have to shift gears and account for two mysteries that afflict the human condition. The first is the common experience of being "stuck" in situations we would never consciously choose and which we seem unable to change, and the second is having clear goals and a strategy for their achievement which we, nevertheless, fail to implement. These frustrations are often associated with "goal setting retreats" or exercises in which we list well-thought-out goals and commit to their achievement, only to discover months later than nothing has changed. Unfortunately, examples abound. We commit to losing weight, and perhaps lose a few pounds, but quickly gain it back. Or worse, after weeks of dieting, we find we have gained 3 pounds!

How can this be?

Value-Driven Goal-Setting

The answer is in a process called "value-driven goal-setting" and it's not nearly as complicated as it sounds.

The short, simplified version is that any goal which truly reflects your deepest values and highest aspirations will be reflected in your daily actions until, sooner or later, it is reflected in the reality of your life circumstances. We move toward what we want and we systematically avoid the things we fear or dislike.

We Move Toward “Good” Things In Life

Watch yourself or a friend the next time you go to a buffet dinner. It doesn't matter what kind of diet you're on, or what you pretend to like or dislike, your eyes will miraculously find the dessert table, you'll drift toward the roast beef or mysteriously find yourself standing near the seafood appetizers. Hasn't this happened to you? You are determined to stay on your diet, to behave yourself and eat light, but within moments "someone" has filled your plate to over-flowing! The reality is that we are always adding or increasing the things that we truly enjoy, the things that reflect our values, priorities, preferences and secret longings – even cheesecake!

We Avoid “Bad” Things in Life

Similarly, we avoid the things we don't want or enjoy. We know the advantages of exercise, and we commit ourselves to a daily workout. We buy the equipment or join a club, and put it on our daily schedule. We even buy the shoes or new workout togs. We are committed!
But what happens? Within days or at most a few weeks, we have a meeting or an appointment that conflicts with our exercise schedule. It rains or snows, we have a headache, sore shoulder or sick child and we miss a workout. No problem, we'll get right back tomorrow, except that "tomorrow" never comes.

**Values Determine Outcomes**

The impact of our inner-most values and priorities on our stated goals is insidious and, over time, irresistible. In the same way that even a gentle cross-wind will slowly push an airplane off-course, our inner values undermine our stated or "public" goals, while pushing us toward a second set of private or "secret' goals.

In seminars and workshops, I've used this example of winds and currents pushing ships or aircraft off-course for many years, and recently a woman named Jackie raised her hand and gave me an even better illustration. She is a geologist and recently took a group of students to the Grand Canyon, the largest hole on the face of the earth. She reminded our seminar group that this magnificent work of nature was caused by nothing but water! Mere water, flooding and pooling and flowing over time has eaten away solid rock and created a monument that draws millions of visitors per year and is visible from outer space.

Jackie pointed out that the pyramids of Egypt, the Panama Canal and the Great Wall of China, among the mightiest monuments of human effort, are small compared to the Grand Canyon, which was created without conscious intent or design by the relentless power of simple running water. Our inner values have a similarly profound impact on the goals we select and our ability to achieve them.

**Values Drive Our Long-Term Behavior**

Here's a convenient rule: When the goals we consciously choose conflict with our inner values, goals will influence our behavior in the short-run, while our inner values will dominate and control our behavior in the long-run. For a few days or weeks, our brains and conscious choices can control our behavior. When we hear that we need to lose weight, quit smoking, eat healthier, read more and better books, spend more time with our children or increase our income, our brain quickly understands the science and logic behind such advice. It analyzes the problem, adjusts our schedule and makes a commitment to behave differently.

And, this is important, the brain is not lying! The brain is completely serious, totally committed and doing the best it can. The problem is that our conscious, intelligent brain is simply not the best tool for the job and sooner or later it is over-whelmed and
over-ruled by a more powerful force in our lives. Inevitably our true, secret, long-term inner values take over and our logical brain doesn't stand a chance.

In a fight between the goals you chose in a goal-setting workshop and your long-term inner values, your values will win every time.

No wonder most people doubt the power of setting goals! They've "been there, done that!" They've set New Year's Resolutions, started a dozen diets, decided to spend less and save more, and made all the other commitments people make to change their lives.

My friend and colleague, Dr. Pat Williams, coined the term, "shelf-help" to describe the shelves of self-help books, tapes and videos people own. A few years ago I heard Anthony Robbins say that his research showed that only 10% of the people who buy his audio programs ever listen to the entire set of tapes, and half the people who buy them never even open the package! No wonder most of us are a bit cynical when it comes to setting goals and changing our lives!

**When Your Goals and Values Are Aligned**

Is there a solution? Absolutely! The key is to find ways to work with your personal values and to get your conscious brain and your inner values working together to reach your goals and create the life your truly want. Fortunately, this is not difficult and it's time we learned how to do this.

The powerful truth is that to transform our lives and achieve virtually any goal, all we need is to align our conscious goals with our inner values! In the past, only a few people discovered and used this simple but profound truth, and most of them discovered it by accident. Think of the "rags to riches" stories you've heard! Think of the people who have gone from nothing to fame, fortune, political power or personal achievement. These people are not "lucky" and the power that transformed their lives is no longer a mystery! They simply learned to align their inner values (their deepest, most honest desires) with a concrete, practical action plan to achieve their goals. Now, you can do this, too!

Think back to the many goals you have easily achieved in your life. Whether you choose an example from high school or later in life, the chances are excellent that what you "really, really, really wanted" happened to match the thing you decided to achieve. Perhaps at age 16 you really, really, really wanted to play the guitar. There was no doubt – you were destined to be a rock star and the first step was to master the guitar. You dreamed about it, talked about it, hung out with friends who played and who shared your dreams, your values and your ambitions. You saved some money, begged your parents, found someone to teach you or bought some "learn to play at home" lessons, and soon you had a guitar and you and your garage band were
terrorizing the neighborhood every evening and all weekend with your "music." 
Congratulations! You know how to set and achieve goals!

Let's look at another example, a stereotypical example about men and romance.

I've heard that some men are not as romantic toward their spouses as they could be. I've read that some men have actually forgotten birthdays, anniversaries and similarly important dates. (I've never been guilty of this myself, you understand, but I have heard that some men do such things.) Here's what actually happens.

During dating and courtship, men almost never forget these important dates. In fact, men go to great lengths to celebrate them. We plan ahead, we make reservations at fancy restaurants and resorts. We buy gifts, and some men even shower and dress-up, wear cologne and buy flowers. Men do not forget these things!

Or, more correctly, we never forget these things when our stated, conscious goals happen to be in total agreement with our inner values and our desire to win our lover's affection. When our stated goal coincides with some additional (and often unstated) inner value, our behavior is focused, powerful and coordinated.

And let's be clear. This pattern has nothing to do with romance or courtship, and it is not limited to men! The pattern is about aligning our inner values with our stated, conscious goals.

**Transforming Goals into Action Steps**

Let's review and summarize where we are. To achieve any goal, only three simple steps are necessary if your desired outcome reflects both your conscious brain and your inner values. Those three simple steps are:

- Choose a desired outcome
- Develop an effective strategy
- Use the strategy to obtain your goal

How does this work in practice? Let's take increasing your income by $20,000 in the next twelve months as an example.

It is absolutely vital that you begin by examining your values, your past behavior and attitudes toward money, and that you are precisely clear about what you truly want. While it may be uncomfortable to say it out-loud, if the truth is that you prefer time off and hate working overtime, or if you resent your employer and feel you "should" be paid more, or if you are unwilling to work harder, work smarter, or do something dramatic to earn more money, admit this! There is little point in setting a goal to increase your income if your values, attitudes and opinions make it unlikely that you
will take strategic, targeted actions to achieve your goal. Simply tell the truth about this and face the consequences.

If you are comfortable with your current income, or if your situation makes it difficult to work more hours or be more productive, or if you simply don't want to do these things, setting a “goal” to increase your income is unlikely to create positive results and, once again, you will have "evidence" that goal-setting doesn't work.

But if you truly, deeply, profoundly want to earn more money next year, it is likely that you can find a way to do so. Here are the next steps:

**Size Your Goals UP and Write Them DOWN**

First, decide exactly how much you want to make. Let's say you are determined to increase your income by $20,000 next year. I recommend that you write that figure down, that you focus on it, think about it, and commit to it. Choosing a desired outcome is far more than wishing or day-dreaming that it might be "nice to have some extra money next year." Earning an additional $20,000 next year is no different than learning to play the guitar when you were sixteen, or getting a date with the man or woman of your dreams in your 20's. It's something you choose, an outcome you focus on and determine to achieve.

Choose a desired outcome, write it down and commit to it!

**Devise A Strategy and Action Plan**

Second, devise a reasonable strategy to achieve this outcome. To earn more money, I've already noted that you could work more over-time. You could take classes or develop skills to increase your productivity. If you are paid on commission, you might make more calls, follow-up on more leads and ultimately, make more sales. You might develop a strategy to change jobs and secure employment that pays $20,000 more per year – if you are as determined and focused as you were in learning to play the guitar or getting that "hot date" as a teenager, getting a better paying job in the coming year is entirely possible and might even be fairly simple.

You might choose strategies to get a second job on the weekends, to buy and fix up a piece of real estate, or to become a more effective investor. You might decide that your best strategy is to start a part-time, home-based business, or to write a book and get a $20,000 advance from the publisher. You might meet with your accountant or financial advisor and discover that reducing your after-tax expenses by $10,000 per year has virtually the same impact on your savings account as a $20,000 raise.

Whatever strategy you choose, must (1) be congruent with your values, and (2) it must be a reasonable way to achieve your stated objective. If you hate selling, for
instance, starting a part-time, multi-level marketing business may not be an effective strategy, but there is a strategy that will work in your particular circumstances.

Select a reasonable strategy and commit to it!

**Take Action UNTIL You Achieve Your Goals**

Third, follow-through. On a daily basis, you will have to work the over-time or make the sales. You will have to take the classes and develop the skills, or reduce your family expenses, whatever it takes.

You may have to change your lifestyle, but that's fine! You have set a goal that matches your values and you are determined to make it happen, so working a few extra hours or starting a part-time business is no more difficult or mysterious than a teenager's learning to play the guitar.

**Visualize, Verbalize and Celebrate Your Goals**

There are a couple of additional ideas and strategies that may help with the daily discipline of following-through. First, I suggest that you commit to writing your goal down on paper, on a regular basis. Thousands of people have found this exercise extremely helpful. There is something powerful about writing your goal down and expressing it in detailed, expressive language. I recommend you do it every day, and many of my clients do it twice a day – first thing in the morning, and again, the last thing before bed in the evening.

Second, I also suggest that you read your goal statement out-loud every day. Read it with passion, with what President Kennedy called "vigor." Laugh and celebrate as you read your goal, knowing that you are on the way to changing your life forever. After all, you did this as a teenager! In fact, you've done it with thousands of goals you've achieved in the past, you just didn't make a big deal out of it.

As a teenager, you talked about guitars or making the team or getting into your favorite college. You and your friends were on the phone, constantly reviewing your progress and visualizing exactly what it would be like to be rock stars, or to score the winning basket, right at the buzzer. Now, as an adult, talk about your goals with your loved ones, with friends who will support you, and surround yourself with images, notes and posters about your goal.

Next, reward yourself for each small "micro-step" along the way. If your goal is to increase your income by $20,000 next year, celebrate each extra sale, each raise, each stepping-stone on the way to your ultimate goal. Too many people put off celebrations, thinking they'll have one huge party when they cross the ultimate finish
line and my advice is to never miss an opportunity for a party. Reinforce your progress along the way.

You have achieved hundreds of goals in your lifetime, beginning with learning to walk or ride a bike or play the guitar. You can, and will, achieve hundreds of additional goals in the future, only now they will be goals you have intentionally selected, goals that match your values and benefit you, your loved ones and your community.

Finally, here are a couple of additional pointers, beginning with the reminder, "to thine own self be true."

**A Personalized Process Of Your Very Own**

To find the most effective goal-setting process for yourself, cooperate with the power of your own personality. Work with nature, rather than against it! It is always easier to swim with the current.

**Long-Term, or Short?**

Some people are naturally drawn to short-term goals and find a daily to-do list or a weekly project or summer campaign very helpful, while other people feel confined and pressured by such lists. For them, longer-term goals to build a business over the next 10 years or to retire in 20 years carry more "juice". If you notice that a long-term, ten-year goal is easier to visualize, is more exciting and clearly directs and inspires your daily action, trust that! Go with the flow and select, write down and commit to long-term goals.

If, on the other hand, long-term goals seem "fuzzy" or "out of reach", but a daily to-do list makes you more comfortable and helps you stay organized and productive, honor that! If short-term projects get you up early and keep you going all week, then write down goals that you will achieve by Friday and celebrate your process. When it comes to setting and achieving goals, and creating the life you really, really, really want, go with what works!

**Details – The Source of Power, or The Power to Confuse?**

In addition to the short-term verses long-term perspective, some people find carefully worded, detailed descriptions of their goals helpful (this seems to work for most people), but other people are more productive when they focus on the momentum and general direction of their lives.

For most people, writing a description of their goal, complete with numbers, dates and other details, is extremely helpful. Increasing your income by precisely $20,000
in exactly twelve months gives most people guidelines for achievement that empower them. A smaller number of people, however, find such detailed specifics limiting and they rebel against "having to do it." Don't fall into that trap!

If you are one of the people who enjoys spontaneity (and who can stay focused and productive without detailed instructions) go with that! Use your creativity and trust your sense of direction. Use your daily activities to built momentum, to create a sense of "flow" that will inevitably take you to your chosen destination. Like the Colorado river creating the Grand Canyon, you will get the job done!

Which Style for You?

These observations about a short-term verses long-term focus, combined with a preference for either detailed planning or a global “big picture” goal-setting style can be displayed as a matrix to help you find the best method for yourself. The matrix looks like this:

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<th>Short-Term Focus</th>
<th>Long-Term Focus</th>
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<tr>
<td><strong>If You Prefer</strong></td>
<td><strong>Describe your goals in</strong></td>
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<tr>
<td><strong>Structured,</strong></td>
<td><strong>sensory-rich detail. Be</strong></td>
</tr>
<tr>
<td><strong>Organized Tasks:</strong></td>
<td><strong>precise! Have a plan.</strong></td>
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<tr>
<td>Use daily to-do lists, weekly challenges and monthly projects, with a budget.</td>
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<tr>
<td><strong>If You Trust the</strong></td>
<td><strong>Dream big and move</strong></td>
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<tr>
<td><strong>Flow and a Sense</strong></td>
<td><strong>toward your most important</strong></td>
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<td><strong>of &quot;Knowing&quot;:</strong></td>
<td><strong>goals. Direction and</strong></td>
</tr>
<tr>
<td>Stay busy, focus on your goals, work hard, trust the process. Be spontaneous and creative, but get stuff done!</td>
<td><strong>momentum are your allies.</strong></td>
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Throughout this article, we've noted that human beings are "goal seeking" and "goal achieving" creatures. We constantly set and achieve the outcomes we want for our lives, from the mundane daily tasks of cleaning the garage or relaxing after dinner, to longer-term objectives of sending the kids to college, retiring early or building a business. The key is to understand your own values and to work with your personality in a way that is natural, fun, and truly productive.

Do not be seduced by the goal-setting retreats and workshops that insist you list goals that you "should" have. If you list goals that do not truly reflect your values and the life you want, you are setting yourself up for heartache and disappointment. Don't do that!

Decide what is near and dear to your heart. What do you really, really, really want? What do you dream about? What gives you the excitement, challenge and laughter
you truly want in your life? Write it down, talk about it, go after it, and we'll see you
in the winner’s circle!

Next Steps:

The key question at the end of any goal-setting process is, “So what?” As we’ve
discussed, most people never set goals and even if they do develop written goals,
they fail to follow-through. But this is not your style!

Here are some questions and suggestions for your essential next steps:

1. Schedule time to review and affirm your goals, and do it soon. Schedule plenty of
time – you want to do this carefully, thoughtfully and thoroughly. You’ll want a day,
or at least half a day, especially if you need to define your own goals, discuss them
with your spouse, business partners or a friend, and then review and refine them
further after that discussion. So, here’s the question:

When, exactly, will you schedule time to review and write your most important goals
for the coming year? Write the time and date here: ________________________

If you anticipate that you’ll need more than one session – most people should take
several days, perhaps sleeping on their ideas, bouncing them off loved ones, business
partners and friends – how much time do you think it ought to take? Remember, this
is your life we’re talking about! Write a brief description of the process you want to
use here:

________________________________________________________________________

________________________________________________________________________

2. What areas of your life need and deserve a clear set of written goals? Here are
suggestions for a few areas in which you may decide to set specific, value-driven,
results-oriented goals:

- Personal Development
- Physical health, fitness and wellness
- Spirituality
- Intimate and family relationships
- Money, investments and finances
- Career, work, or business
- Social and community involvement
- Other: ________________________
3. Who are your most exciting and helpful allies in achieving your goals? Who are your natural partners, colleagues and companions? List them here, so you can share your goals with them and enlist their support:

_________________________________________________________________

4. What action step will you take today to affirm your commitments? Who will you call? What action will you take to begin your journey? Write it down and follow-through…today!