



Aaron Wallis Career Success Masterclass

Day Eight - Goal Setting and Creating a Success Mind set

Free Interview Preparation Advice – The easy way to prepare and ‘WOW’ at interviews

Day Eight – Goal Setting and Creating a Success Mindset Goal setting techniques that WORK

Goals Setting

Goals will give you the roadmap and associated milestones to achieve everything that you want. Goals will give you the motivation, drive and determination to succeed. Goals will give you the zest to start each day with energy and vibrant enthusiasm.

The exercises that you undertook earlier on in this programme will help you to complete the following document. The exercises in this module will help you to understand who you are and where you are now to set effective goals for the future.

Stick with this, it might, *just might* enable you to achieve everything that you want in life.

Why does this form of goal setting work? Part 1 – Use all of your Brain!

Quite simply you are engaging both your conscious and subconscious brain to help you achieve your goals. It is estimated that your conscious brain can process 16 bits of information per second, compared to our non-conscious brain that absorbs 11 million bits per second!

Can you imagine the difference if we multiply our brain processing capacity by 687,500!! Our sub-conscious brain is both the creative part of our brain and the part that processes incredible amounts of information from our sense organs such as breathing, heartbeat, and blood circulation, not to mention instincts and emotions. It does all this without you even realizing and in the same way it will help you to achieve your goals.

In addition this form of goal setting is SMARTER. We’ve all heard of SMART as a way of goal setting but who really wants a goal that is both realistic and achievable? SMARTER goal setting gives you all of the form and discipline of SMART goal setting but with the advantages of visualization (Envisage), Motivation, Relevance, Responsibility (Consequences) and an affirmation statement.

Why does this form of goal setting work? Part 2 – Smarter Goal Setting

S – Specific

M – Motivational – the goal has to give you the motivation of going through the ‘pain’ and ‘sacrifice’ to achieve it.

A – Affirmation – written in a positive, personal way in the present tense

R – Responsible – you must take responsibility to achieve the goal and set a consequence if you do not meet it by the date you choose. This must be ‘bad’ enough to also motivate you!

T – Time phased – there is a deadline and milestone steps along the path so that you can see that your goal, bit by bit, is being achieved.

E – Envisage – you can envisage the outcome in your minds eye.

R – Relevant to who you are and where you are at this stage



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Warning

If you're the kind of person that has read all the books, listened to all of the CD's and is yet to undertake any of the exercises that they suggest then you are in the majority. According to research undertaken in the US in the early 1990's (but it probably still rings true) some 19 out of 20 people that read a self development book never undertake the suggested exercises!

So do the exercises, it will take you 30 minutes and might, just might, change your life. Is that worth 30 minutes?

Goal Setting Document - Preparation

Why do I Really Want Out of Life? Examples could be: money, friends, security, success, recognition, development, progression opportunities, culture, focus for life, stability, feeling part of the team, being liked, fun, etc. your choice

What Don't I Want Out of Life? What am I scared by if I do not realize my potential? Examples could be: loneliness, underachievement, not having the means (financial or health) to do what I want, etc.



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Motivations – Knowing what motivates you will help you set the right goals.

Below are purely examples. I'm sure your own will be totally different. If they are irrelevant to you leave blank, if there are other motivators add them to the bottom

What motivates me most, put in order – 10 =most, 1 = least

- a) Money
- b) Recognition
- c) Reward (i.e. prizes, receiving reward that is not purely monetary)
- d) Success - being and feeling successful
- e) Being liked and others having a positive perception of me.
- f) Doing better than my peers
- g) Having all of the latest gadgets, clothes (Material possessions)
- h) Career progression
- i) Education and Personal development
- j) Fear (healthy fear not 'horror fear', i.e. fear of losing job, fear of not being able to pay bills, fear of not achieving potential)
- k) Service – becoming a better person, helping people, creating a more humane society?
- l) Being Respected
- m) Achievement – being the best I can possibly be
- n) Health and physical fitness
- o) The independence to do what I want to do (Financial Freedom):
- p) Peace of Mind
- q) Other:
- r) Other
- s) Other:
- t) Other:

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What de-motivates me? i.e. what external influences could take effect on my own motivations?

What are my values – what lines won't I cross? What business principals do I want to see upheld? 'It's Your Funeral' exercise will help you understand these.

What habits/behaviours do I need to change?



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What is my direction – where do I want to be in?

i.e. Where am I living, what is my job, what am I earning, what is my personal situation, what makes me happy, where do I holiday, what am I doing to further my education, etc. (Long Lost friend exercise from yesterday can help you here)

1 Year

2 Years

3 Years

5 Years

10 Years

What training/further development do I need to achieve these long term objectives?



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If I could change one thing about me (behaviours, habits, etc) to make me more successful what would this be?

How could I achieve more each day? What potential sacrifices (watching less TV, going out one night less per week, playing golf once a week rather than two, spending less time chatting to colleagues, etc.)

Setting Goals

Whilst this may sound strange this will work and has been proven to be highly effective! You need to follow the following steps:

- 1) Complete the following letter overleaf
- 2) Spend a few moments visualizing yourself having achieved the goal – what does it feel like, what does your life look like
- 3) Print it off
- 4) Physically post it to yourself!

The effort of writing it, completing an envelope, fixing a stamp and posting the letter will send your subconscious reeling. Many people have already made positive changes to enable them to achieve their goal before the letter is received.

Then there is the pleasure in receiving a hand written letter (a rare thing nowadays). Upon receipt, open and read the document and keep somewhere where you can regularly refer to the document and update as necessary – a wallet or purse is ideal.

Now I know you're probably thinking that this is very 'far out' and 'new age' and not the sort of thing a sales professional should undertake but do it. What have you got to lose, 40p on a First Class Stamp to achieve your goal?

Do it! If you only ever complete one self development exercise in your life – ensure it is this one!

Complete by over typing the 'arrowed' brackets < > and delete all instructions and hints to make it a clean document

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<Goal Setting Letter - Page One>

<Your Name>
<Your Address1>
<Address1>
<Town/City>
<County>
<Postcode>

<Date>

Dear <Your Name>

I deserve to be everything that I want to be. I therefore on this day set a goal that will be achieved in its entirety by the dates detailed below.

My Goal is <title, make it specific and tangible>

My goal will be achieved on <Date>:

My Goal will be achieved by:

<Detail the qualities you will need to enable you achieve this, i.e. hard work, taking a course, grit, determination, etc. >

My performance against this goal will be measured by the following milestones <Name and date the steps along the way to confirm that you are on course>:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.



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<Goal Setting Letter - Page Two>

The obstacles that I potentially face are:

I overcome these obstacles by <solutions>:

I will reward myself when I achieve my goal by:

If I do not achieve this goal I will do the following <consequences, i.e. give £1000 to charity, wear a chicken costume, whatever will spur you on>

On <Date that Goal will be achieved> I am <affirmation statement: describe what you will be when the goal is achieved, what does life look like, feel like, how has it improved, i.e. "I am earning in excess of £60,000 p.a.", "I am fit, healthy and have a 32" waist", "I am a graduate in Sports Psychology", etc>

I am a fantastic and unique person. All my love,

<SIGN>

<FULL NAME>

<DATE>

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Conclusion

Now if you really want this to work also copy in five other people to this letter but I appreciate that this may be 'one step too far out of your comfort zone'!

Goal setting in this way does work because you will be utilising all of your brain capacity to drive you towards your goal and applying the SMARTER technique.

**We hope that you have enjoyed this goal setting exercise and
good luck in your sales interviews**

Tomorrow we shall look at improving reading of body language for sales success