

Designing Your Goals

GUIDELINES: Subtle and seemingly inconsequential adjustments will transform wishes and aspirations into results.

1. Don't Just Think It—INK IT The weakest ink is stronger than the strongest mind. Unless you write down your goals, they are often lost in the shuffle and excitement of new problems, challenges and decisions. Eliminate outside interruptions. "Put your plan to writing.... The moment you complete this, you will have definitely given concrete form to the intangible desire." —Napoleon Hill
2. Play in fantasy for a while. Let your imagination loose. If you had every skill, resource or ability in the world, what would you do? What would you set out to accomplish? Don't filter, qualify or judge. "The same thinking that has led you to where you are is not going to lead you to where you want to go." —Albert Einstein. Remember: You are brainstorming, letting your imagination take a stroll. You can separate out the outrageous and absurd later.
3. Think Big Give yourself permission to dream big, risk big. What would you go for if you knew success was guaranteed? What have you always wanted to do, have, be, experience, but have been too afraid? What is your Big Hairy Audacious Goal (BHAG)? Expect little and, as a result, receive little. "The greater danger for most of us is not that our aim is too high, and we miss it, but that it is too low, and we hit it." ~Michelangelo. One of my favorites.... "Don't set your goals too low. If you don't need much, you won't become much." —Jim Rohn.
4. State your goals as if they already are. "I am a high performing originator, producing \$30 million in new loans yearly".
5. Be Sure They Are YOUR Goals Many people set goals that they think they "should" have, rather than what they truly want for themselves. Don't let other's expectations dictate your ambitions. In fact, if your written goals are not from your true heart and inner ambition, your creative spirit won't work to produce them anyway. All this approach will do is to frustrate you and give you the illusion that you are a failure.

TOP TEN GOALS

NO.	GOAL	DEADLINE
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

MILLION DOLLAR ORIGINATOR *system*

SMART GOALS: Now let's check in and be sure what we decided on passes the due diligence. First, are the goals above completely S.M.A.R.T.? Check and make adjust accordingly.

S—Specific. Specific means well defined, something that would be clear to anyone else. Ex. Not specific—Find new Realtor referral partners. Specific—Recruit 6 new Realtor referral partners by June. Adjust the above goals so that they are specific.

M—Measurable. This is where we quantify our objectives so that we can measure our achievements against them. When you measure your progress, you can stay on track, reach your target dates, and experience the exhilaration of achievement that spurs you on to reach your goal. To determine if your goal is measurable, ask questions such as, How much? How many? How will I know when it is accomplished? Ex. Not measurable—Hire an assistant. Measurable-Increased new loan production to \$2 Million per month to afford adding a new Loan Assistant.

A—Attainable. This is the time to pull your head out of the clouds and put your feet back on the ground. You can't have world peace tomorrow, solve hunger this month or become a millionaire in a year if that is 20 times your current net worth. Your goals need to stretch you, push you to go farther and faster than you ever thought possible. At the same time, you don't want them to debilitate you because you know in your heart of hearts it is only a fantasy and not possible, even if you operated at your highest and best. You can't expect extraordinary luck to happen to reach your goal, but what can you do if you operate at a world-class and focused level? Adjust your goals above so that they are attainable.

R—Relevant. This is one of the most important criteria to scrub against. Are the goals you set above in alignment with the core values, who you are deep down? Do they align with Million Dollar Motive? Do they align with how you want to run your business? Do they align with how you want to be known? You want to be sure the direction in which you focus your creative capacity is in the direction of what is truly most important to you, your life and the legacy you intend to leave. If not, reconsider. Adjust the above goals so that they are relevant.

T—Time Sensitive. You think, act and react with the urgency and appropriate energy defined by the task. Your mind prepares your body and your attitudes for responding appropriately to the deadlines you set for yourself. Deadlines create a challenge, and you respond to the challenge. In sports, the tension mounts as time runs out. The most exciting plays are often in the last few minutes, especially if it is a close game, because people respond in dramatic fashion to the challenge of deadlines. Adjust the above goals so that they are time sensitive.

Remember, your Million Dollar Motive provides your fuel. Your goals provide you with direction.

BANNER GOALS: I believe in focus, focusing on the most important and valuable priorities is what creates EXTRAORDINARY Success! Sometimes we pursue too much and achieve too little. It's hard to chase multiple rabbits. Let's prioritize your goals into your top three goals. Focus on these first!

TOP THREE GOALS

NO.	GOAL	DEADLINE
1.		
2.		
3.		