

Maximise your success with effective goal setting



Are you bored with your current life circumstances and know you can achieve more?

Do you feel like you are "going with the flow" but not actually getting anywhere?

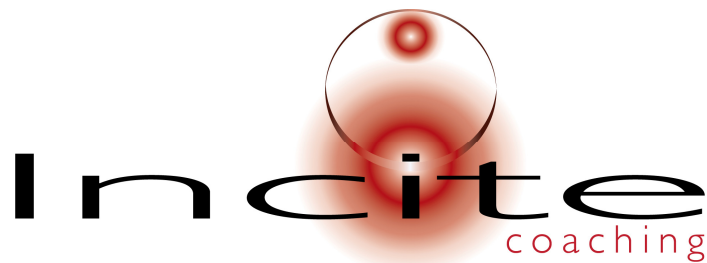
You could be suffering from 'accepting mediocrity' disease. The good thing is, this disease is not terminal and can be cured very easily, with some **focus** and **direction**.

There is extensive research showing that goal setting increases success or achievement (Locke & Latham, 1990; Schunk, 1996; McNeil & Alibali, 2000). Goals can be compared to road map; they provide the direction you need to reach your destination and the motivation to sustain you on your trip.

Firstly, think about the future. As an 80 year old, how will you know you've been successful in life? What success stories will you tell your grandchildren? What is it that makes you happy? What drives you? What makes you get out of bed in the morning? What are those things that you really want to achieve and just haven't set into motion? Does success mean family, money, security, prestige, to help others, improve the environment, solve problems, a career, getting a degree?

Once you have decided what it is that you want to achieve, create some goals around it. To maximise your success your goals should be:

- 1) **Clear** and **concise**, so that you are able to keep them in your mind easily.
- 2) Written in the **present** tense, so that it is as if it has already happened. This makes the goal seem more real and achievable for your unconscious mind.
- 3) **Measurable**. Your goal should be measurable, so that you know when you have achieved it. For example, 'I have \$50k in the bank'. It is very easy to know when you have achieved that goal.
- 4) **Dated** so that you can **assess** your movement towards your goal and make any adjustments you deem necessary to ensure that you achieve your goal within your desired timeline.
- 5) **Realistic**, this does not mean that it shouldn't stretch you. Success breeds success, so to increase and maintain your motivation to achieve your goals, you should continuously be moving towards your goals. Ensure your goal will **stretch** you, and is also achievable within the timeframe you set with **focus** and **commitment**.



6) **Real.** Your goals should elicit a clear picture of what you will see, hear and feel when you have achieved your goal. How will you know that you have arrived at your destination?

For example a well written goal may be

'It is now the 15th February 2009 and I am sat in my office, checking my bank balance ecstatic that I now have \$50k in my savings account.'

So what will your goals be? What do you want to achieve and how will you ensure that you succeed? Discussing your goals with a partner, friend, colleague or coach will increase your accountability and further increase your chances of success.

For further information on how Incite Coaching can help you achieve all that you want to with successful goal setting and accountability, visit our website www.incitecoaching.com.au, call us on 02 9560 4407 or email us at info@incitecoaching.com.au

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