

Eight Step Process for Goal Planning

At People Rich, we recommend using our template, which involves building detail around each stated goal. This comprises an eight step process:

1. Write down all your goals and objectives.

If you have a life partner, you may want to jointly develop certain goals together. Over time these goals can be refined or replaced, but it is important to get all your goals written down. Some may be of a physical nature, while others will be people-based. Examples of goals may include:

- *Become a Company Director (a career goal).*
- *Complete a PhD (an educational goal).*
- *Pay off the mortgage (a financial goal).*
- *Keep in contact with Bob, Mary, and John (a people-focused goal).*
- *Spend more time with the children (a family and good-parenting goal).*

2. Review Your Motives and Make Sure it Excites You.

Many people write down goals that really are superficial wants. For a goal to be meaningful it needs to be something you really desire. In this step you document the motive behind why you want to achieve each goal. Then by reviewing the motive you will be able to determine if the goal is something you really want to do and achieve. If the motive is not strong enough you might give away your goal planning activities as you often begin to think that goals are useless, when really it was not a goal that was important enough to you to achieve.

Sadly many people have goals associated with other people's wants. For example a parent may want their child to become a doctor, when they really have a passion to become a musician. Then the goal of completing the medical degree is really their parents' goal. The motive is not for them or for their desire to help the more broader community, rather it is to satisfy the desires of another person.

Once you have made sure each goal is truly your goal, then you need to make sure it is stated in an exciting way. For example you may want a new car, but think what type or make of car you want. The word "convertible" might just make the "car" sound all that more exciting to get you passionate about this goal. This is giving detail to your goal, but at the same time making it more refined and desirable.

3. Define a suitable reward that will motivate you to achieve your goal.

Some rewards may be directly linked to the goal being realised, whereas others may have no relationship. If a goal relates to a group effort, then the reward should ideally be group-focused. Examples may include:

- *Complete a PhD = Dr title (this reward is an outcome of completing the goal).*
- *Pay off the mortgage = Family holiday (the mortgage is related to the family, so the reward is family-based).*
- *Spend more time with the children = Closeness (the reward is in the journey of the goal).*
- *Save \$60,000 cash = Buy Porsche (the reward is a material award).*
- *Paint exterior of house = Buy book (the reward is a gesture of some small gift).*

4. Define the end date.

This will categorise your goals into short, medium and long-term goals, and help you to focus on those that need immediate action. Some of these may be continuously occurring annual goals. Examples may include:

- *Annual = Keep in contact with Bob, Mary and John (an ongoing commitment to stay in touch).*
- *Annual = Spend more time with the children (an ongoing commitment to the family).*
- *By 2006 = Pay off the credit card (requiring a financial commitment).*
- *By 2007 = Become a Company Director (requiring a career focus commitment).*
- *By 2012 = Complete a PhD (requiring an educational commitment).*
- *By 2013 = Pay off mortgage (requiring a financial commitment).*

5. Identify where goals have a relationship to one another and determine dependencies - instances in which certain goals need to be completed before others.

For example, if you want to save money it may be better to pay out the high interest credit card first to get the best financial outcome. This will inevitably make your long goal list shorter, and will help you to focus your efforts on goals in a prioritised way.

- *By 2006 = Pay off the credit card (pay off high interest debts).*
- *By 2009 = Have a \$5,000 cash reserve in the bank (build a buffer fund).*
- *By 2012 = Pay off mortgage (own the family home).*
- *By 2007 = Complete Bachelor degree (the prerequisite qualification for a Master's degree).*
- *By 2010 = Complete Masters degree (a post-graduate qualification and ultimate goal).*

6. Identify measures for evaluating your progress and identify the condition that determines that you have achieved your goal.

Examples may include:

- *Complete a Masters = Number of units completed per semester and when you have completed all the 12 units required.*
- *Pay off credit card = Number of payments made per month and when you have reached \$0 debt.*
- *Save \$60,000 cash = Monthly bank balance and when you have saved a total of \$60k.*
- *Paint exterior of house = Number of sides painted and when the exterior of house is fully painted.*
- *Have a share portfolio = Number and value of shares and when you have reached your total dollar value.*

7. Define which goals need action in the next 12 months and create specific initiatives to facilitate focus.

Some goals will not require any action this year. Examples may include:

- *Complete a PhD = Enroll and pass 2 units this year (a total of 12 units is needed).*

- *Pay off credit card = Increase payments by \$200 per month (results in a maximum of \$2,400 this year).*
- *Save \$60,000 cash = Save \$2,000 per month (contributing a maximum of \$24,000 this year).*
- *Share portfolio = Invest \$1,500 in shares (may be the start of your portfolio).*

8. (Option) Identify what actions are needed for Goals that you have no control over.

Some goals you may not have total control over, and you may be relying on what many refer to as the "Luck Factor". At People Rich we believe there is no such thing as luck (as defined by many people), and that is why we recommend some planning on the things that you may not have *control* over, but where you can have *influence*. Sure you can be in the *right place*, with the *right people* at the *right time*, but that is as far as luck may go. To realise the opportunity you often have to have the *right attitude*, with the *right skills* and the *right response*.

To see the opportunity we usually have to have awareness, and this often comes only when we have the right mind-set and experience to be open enough to see it. When we are aware of an opportunity we have to be ready to exploit it so that it is realised. The eighth step examines those goals that we have less control over, such as building business people networks, and considering what the opportunities may be to influence the circumstances leading to the goal realisation, and how we can best prepare for them. This final and optional step is about being prepared, and preparation can be the critical success factor in being presented opportunities and being able to recognise and exploit them.

For more information on this, [read about the CIA Principle™](#).

Examples may include:

- People Rich staff member Todd Hutchison applied for the prestigious LeadershipWA program. He had to get accepted before he ever had a chance of realising his goal of being a graduate and Fellow. As a result, the goal was largely out of his hands as it depended on an opportunity that had to be presented to him. In this circumstance the opportunity was to get invited (out of his control), and the preparation revolved around having an excellent application (under his control) and preparing for and doing extremely well in the interview (under his control).
- If you need to build client prospects to create new business, the opportunity may be to attend specific network events (under your control) that they are likely to attend (out of your control). To make the most of the opportunity you might need to prepare things like a short 30 second response (under your control) to questions they ask (out of your control), such as "what does your company do?" that are clear, succinct and convey the important information. In this way your response will be efficient in delivering the desired message, which hopefully will entice the prospect, and potentially deliver a new client. When you trial your response, it is best to note how effective it was, and go back and try and improve it and keep doing this until you have a winning script.

Research has clearly shown how having goals can increase your personal happiness, as well as your life expectancy. Human beings are naturally goal-oriented, from our basic needs to seek food, water and shelter, to those greater desires and ultimately

our heart-felt desire to live a purposeful life. People Rich consultants were fascinated why people were not taking more control of their lives through having documented goals and living toward their chosen dreams and aspirations. This led to research that identified fourteen core Inhibitors (e.g., fears) that prevent people starting and continuing goal programs. From these, remedies were identified, and these are taught in our workshops.

Whilst these eight steps comprise the process of goal planning and realisation, which are more effective once the inhibitors are removed, they need to be combined with a deeper understanding of how the brain functions. People Rich consultants have identified eight core Enablers of goal success. These are like adding fuel to a fire - they accelerate you to your goals more effectively. This additional information is covered in our workshops, which provides a more complete understanding of all the elements of making goal setting work for you.

People Rich have released the 2 CD set product on "[Personal and Business Success Through Goal Setting](#)" as part of a new professional development audio series.

Please send us an email at info@peoplerich.com if you would like more information.

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