

A Monthly E-Newsletter By Alice Wheaton

Bringing Out the best in others

SALES • COMMUNICATIONS • EMPLOYEE EFFECTIVENESS • PERSONAL GROWTH

Achieve Every Goal in 2004!

by Alice Wheaton

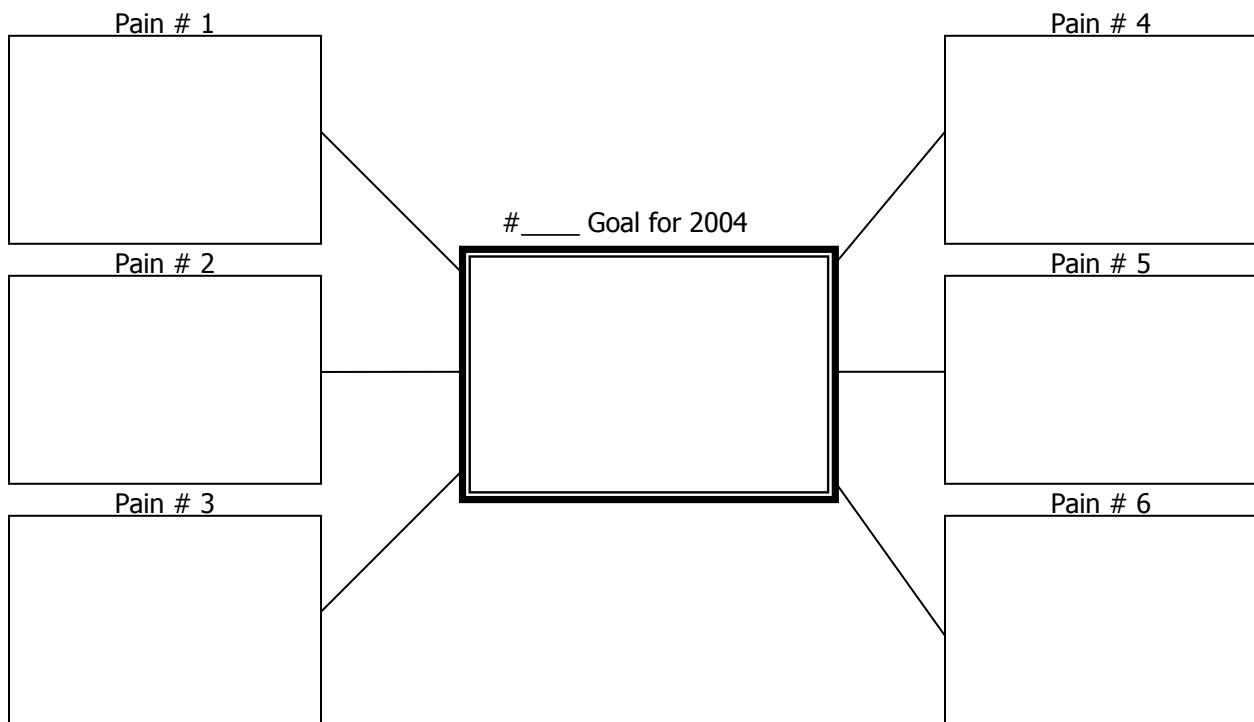
Everyone would be more successful if they could list their goals and then sit back and wait for them to come to fruition. Unfortunately, that is a symptom of magical thinking and it is not effective. Successful people do not luxuriate in the quagmire of magical thinking. They accept challenges that have a high risk for failure. Because they have a stomach for failure they earn the rewards of success.

Avoiding emotional discomfort seems to be a typical trait of many people. In fact, should we have the occasion to feel uncomfortable, rather than embrace and try to learn from those feelings, we look around to find someone to blame!

Positive thinking is good as far as it goes but it doesn't go far enough. In fact *positive thinking, not grounded in reality, leads to happy underachievers!* That is precisely why, for sound, grounded goal setting you must take a long hard look at reality and admit the cost of achieving each goal and ask if you are willing to pay that price. If you are willing, name that goal for 2004! If you are not willing to pay the price(s) then strike the goal from your list. Not to do so would certainly lead to feelings of guilt and unnecessarily foster a sense of failure. You can always add it later when your personal mastery is stronger.

NOTE: It is always a good idea to enlist personal support for achieving your goals. Ask a colleague or a friend to go through this goal setting process with you and agree to set a time to review and support each others efforts on a quarterly basis. Add or delete goals as needed or desired!

List in Boxes 1 – 6 the pain you are willing to experience in order to achieve your goals!



It is important to understand that inspiration is sweet in the moment but motivation achieves results in the long run. My definition of motivation is: *"The willingness to pay the price and feel uncomfortable while pursuing your goal."*

Setting the goal is the easy part. Writing it in positive present terms is also easy but it will not ensure you achieve the goal. Only consistent purposeful action has the desired long-term results. There are three traits necessary for you to achieve your goals for 2004.

They are:

1. Willingness to feel uncomfortable.
2. Willingness to make mistakes (Perfectionism is a crime against success. You show me a perfectionist and I'll show you a procrastinator.)
3. Consistent in your efforts. A mediocre sales plan, consistently implemented, will achieve better results than a perfect plan, never implemented.
4. Love your fears and weaknesses! The ability to review fears and weaknesses and put an action plan into place to transform them into strengths. Our weaknesses are strengths waiting to be transformed.
5. Ask for help!
6. Show up bigger than you feel; ask for what you want; and be willing to be rejected!

There is enough in the world for everyone and that includes you. You have a right to claim your share. If not now, when?