



**GOAL
SETTING
FOR
SUCCESS
EBOOK**



Goal Setting for Success

How to stay focussed and on track as you embrace the success highway.

www.rachaelwatt.com

“Action without planning
is the cause of all
failure.

Action with planning
is the cause of all
success.”

BRIAN TRACEY

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Welcome

“Goals – set priorities for your goals. A major part of successful living lies in the ability to put first things first. Indeed, the reason most major goals are not achieved is that we spend our time doing the second things first ...”

ROBERT J. MCKAIN

Welcome to *Goal Setting for Success*! Throughout this eBook I'm going to take you through the fabulous SMART model for goal setting which is a simple 5-step acronym used to improve your goals; as well as my 7-step Goal Setting Cycle model which will help you focus and stay on track as you pursue the life of your dreams.

You will learn simple, tried and tested strategies that will enable you to set and achieve your goals time and time again so you can reap the rewards for a lifetime.

Let's get started!

A handwritten signature in black ink that reads "Rachael xo". The signature is written in a cursive, flowing style.

P.S. If you find what you read here helpful, be sure to recommend it to someone you know who is dreaming big and could use a helping hand.

Section 1: Goal Setting for Success – An Introduction

I truly believe what you focus on is what you get so setting clear goals which directs where you want to go is a must for success. Have you ever had someone say to you “don’t look at the bus” and what’s the first thing you do? You look at the bus. Or if I was to say to you don’t think of a blue elephant, what are you going to think of – that’s right a blue elephant!! Life is no different **what you focus on is what you get** and unfortunately 95% of us focus on what we don’t want rather than what we do want resulting in unrealised potential and a long road to success ahead.

A study conducted in 1997 of the graduating Harvard MBA class asked them “have you set clear, written goals for your future and made plans to accomplish them?” 3% of the class had clear written goals, 13% had goals but not written down and 84% had no goals at that stage. 10 years later the members of that graduating class were interviewed again. The 13% of the class who had no written goals earned twice as much as the 84% with no goals and the 3% with clear, written goals earned 10 times the 97% of the class combined. Which is astounding and shows if you focus on what you want have clear intentions and take action towards their attainment anything is possible.

I had two clients come to see me both with the same underlying goal – to make more money in their business. One said, “I have to bring in more money, I really want to be wealthy what can you do to help” – there was no specifics around his request. I put a \$1 on the table and said “here you go - are you richer now”? The second client came in and said; “Rachael, we need to bring more money into the business to survive. I’ve looked at the numbers and we need an additional \$150,000 in the first year, bringing in an additional \$10k a month for the first ten months jumping to \$25k in the final two”. Now, who do you think achieved their goal and attained greater success??

Having clear, written goals opens the door to the success you desire. Just imagine what that would mean in your life and the difference it would make to have clear, achievable goals you attained every time. Thus, SMART goals are a must have for everyone looking to achieve success in their lives.

So let’s take a look at the SMART goals 5-step methodology.

Section 2: SMART Goals – 5-Step Methodology

- S** = **Specific**
- M** = **Measurable**
- A** = **Attainable**
- R** = **Realistic**
- T** = **Timely**

Let's take a closer look at each stage...

Specific

Goals should be straightforward and emphasize what you want to happen. Specifics help us to focus our efforts and define what we are going to do.

Specific is the **What, Why, and How** of the SMART model.

- **WHAT** are you going to do? Use action words such as direct, organize, coordinate, lead, develop, plan, build etc.
- **WHY** is this important to do at this time? What do you want to ultimately accomplish?
- **HOW** are you going to do it? (By...)

Ensure the goals you set are very specific, clear and easy. Instead of setting a goal to lose weight or be healthier, set a specific goal to lose 2cm off your waistline or to walk 5 miles at brisk pace.

Measurable

If you can't measure it, you can't manage it. In the broadest sense, the whole goal statement is a measure for the project; if the goal is accomplished, there is success.

Choose a goal with measurable progress, so you can see the change occur. How will you see when you reach your goal? Be specific! "I want to go for a brisk 2 kilometer walk around the park 3 times a week" shows the specific target to be measure. "I want to regularly walk round the park" is not as measurable.

Attainable

When you identify goals that are most important to you, you begin to figure out ways you can make them come true. You develop that attitudes, abilities, skills, and financial capacity to reach them. You begin seeing previously overlooked opportunities to bring yourself closer to the achievement of your goals.

Goals you set which are too far out of your reach, you probably won't commit to doing. Although you may start with the best of intentions, the knowledge that it's too much for you means your subconscious will keep reminding you of this fact and will stop you from even giving it your best.

A goal needs to stretch you slightly so you feel you can do it and it will need a real commitment from you. For instance, if you aim to lose 20lbs in one week, we all know that isn't achievable. But setting a goal to lose 1lb and when you've achieved that, aiming to lose a further 1lb, will keep it achievable for you.

The feeling of success which this brings helps you to remain motivated.

Realistic

This is not a synonym for "easy." **Realistic, in this case, means "do-able."** It means that the skills needed to do the work are available; that the project fits with the overall strategy and goals of the organization. A realistic project may push the skills and knowledge of the people working on it but it shouldn't break them.

Devise a plan or a way of getting there which makes the goal realistic. The goal needs to be realistic for you and where you are at the moment. A goal of never again eating sweets, cakes, crisps and chocolate may not be realistic for someone who really enjoys these foods.

For instance, it may be more realistic to set a goal of eating a piece of fruit each day instead of one sweet item. You can then choose to work towards reducing the amount of sweet products gradually as and when this feels realistic for you.

Be sure to set goals that you can attain with some effort! Too difficult and you set the stage for failure, but too low sends the message that you aren't very capable. **Set the bar high enough for a satisfying achievement!**

Timely

Set a timeframe for the goal: for next week, in three months, by the time you're 60. Putting an end point on your goal gives you a clear target to work towards. Without a time limit, there's no urgency to start taking action now. Time must be measurable, attainable and realistic.

Everyone will benefit from goals and objectives if they are SMART. SMART, is the instrument to apply in setting your goals and objectives.

Now let's put this into action by taking a look at the 7-step Goal Setting Cycle.

Section 3: 7-Step Goal Setting Cycle



1. Develop SMART Goals

The first step in the Goal Setting Cycle is to develop your goals. These have to be developed in a SMART manner and can be either personal or business goals as described in the pages above.

SMART goal example: It is June 2021, I am sitting in my ocean front home on the Gold Coast, I have increased my businesses monthly turn over to \$30,000 per month, my clients love my service and pay on time. I love what I do.

2. Determine Obstacles

It is important to detect possible barriers early so you can be prepared and plan. Brainstorm possible barriers. For example, low marketing budget, lack of motivation, not enough sales etc.

3. Look at Your Options

Write down different options you have to overcome these obstacles. For Example - low marketing budget- find low cost marketing strategies, lack of motivation- book in some staff trainings, not enough sales- look at a new business development strategy.

4. Prioritise

Prioritise your goals and actions. This will help you move forward rather than experiencing overwhelm.

5. Create Your Action Plan

Now craft an action plan. This plan details the steps you take in order to achieve your goals. This includes specific dates, date of completion Eg. Review staff performance plans by 1st of March, find 3 new low cost marketing strategies and implement by 20th April.

6. Review Progress

Keep on checking in on your goals and review your progress towards the fulfilment of your goal. Revise your action plan or goal based on new learnings and changing circumstances.

7. Celebrate Your Success

This is an important part in our goals setting cycle. Take time to celebrate your successes even the smaller steps you reach. This will help you stay motivated and focussed.

Section 4: Exercise

Now it's your turn, I want you to take a few minutes to put together your own smart goal. Pick something you're passionate about or that's important to you could be personal or business related.

Key tip: use my Goal Setting Action Planner detailed below to help you develop smart goals for all areas of your life.

Remember – have fun!

Goal Setting Action Planner

GOAL PLANNING – EXACTLY WHAT DO YOU WANT?

Personal			
What (Your SMART goal)	Why (Reason)	When (Timeframe)	How (will you achieve it)

Business			
What (Your SMART goal)	Why (Reason)	When (Timeframe)	How (will you achieve it)

Strategic			
What (Your SMART goal)	Why (Reason)	When (Timeframe)	How (will you achieve it)

Tactical			
What (Your SMART goal)	Why (Reason)	When (Timeframe)	How (will you achieve it)

Conclusion

Thank you for reading through *Goal Setting for Success*.

Going forward, imagine how useful these tools will be to you in achieving true success – ask yourself, what would it mean to you if every goal you set yourself came to fruition? How would it make you feel? What would it make you strive for?

You have the *Goal Setting for Success* formula and an array of resources at your disposal to make it all happen (visit <https://rachaelwatt.com/> for more support services and resources). So, follow the proven process, set SMART goals and take action towards their attainment one step at a time each and every day.

Here's to your success and living life on your terms!

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P.S. If you found this eBook useful please do me a favour and recommend it via <https://rachaelwatt.com/> to your friends, colleagues and associates. They will thank you for it!