

SET GOALS AND CRUSH IT!

WITH **7** PROVEN STEPS TO SET AND ACHIEVE GOALS
THAT TRANSFORM YOUR WORK, LIFE AND BUSINESS



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Dedication

To you, the reader, may you discover and overcome what holds you back. You deserve to live according to your potential, and I pray that this book helps you to uncover your power.

Acknowledgement

To David my husband. Thank you for being my pillar of strength and my source of sanity, and for inspiring me to be a better person.

To my kids - you guys rock my world.

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Chapter 1: Goals, Why They Matter

Goals add zest to life.

Zest is energy or enthusiasm. Other related words include passion, enjoyment, delight, excitement.

Who doesn't want to have these things in their life?

You have this life to live. Why not make the best of it?

How exactly do goals add these things to our lives? Allow me to illustrate this point with the game of football.

Suppose you are a fan of football and you are watching a game, what part of the game do you look forward to most?

What makes soccer exciting for you? Think about it. What is that moment we all look forward to?

It's the moment when the goal is scored.

Now let's imagine something else.

What if they removed the goal-posts?

Would you still love the game, would you still enjoy watching it, do you think the players would be as excited to play? I think the answer is obvious.

The lack of goals removes the excitement.

It makes the whole thing boring. It's the same with us.

This is why goals are important. They add zest and excitement to life, they give us something to look forward to, something to work towards.

We take a moment to celebrate when we score. Having goals makes it easier for us to measure personal progress since we can look at the goals we have scored so far to determine where we are. Having goals also gives us the strength we need when things are difficult. We might be knocked down by an opponent but because we want to score, we will keep playing. In life and in business, the opponent can be a competitor, a source frustration, disappointment, discouragement, failure or other setbacks.

Yes size does count: How big a goal should you set?

Let's go back to the example of sports. There are various levels of involvement people have with sports. I can generally classify them into 3 categories

1. **The armchair fans and critics.** These know all the theories and rules about football. They know about the tournaments but they don't play. They only watch, cheer and/or criticize. They may say they love football but they never actually participate in it physically.
2. **The casual players.** These love the sport enough to play once in a while in some casual setting. However, they have no plans to go for any championship

because they are satisfied with the occasional engagement. It could be the occasional swim but not really planning to reach the Olympics. It can be what the men from my area call madala's soccer. Just casual and fun, nothing serious.

3. **The professionals.** These have a specific goal in mind. They aim high and they want to play at some specific level, it could be club national, international or even Olympic level.

What has any of this got to do with goals, success in life and in business? It's about the size of your goals and the level at which you are playing.

As my mentor says, the problem is not that people don't achieve their goals. The problem is most people have very low goals and they do reach them.

In the words of Michelangelo: *"The greatest 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 reach it."*

For some people, their goal is just to have enough money to pay the bills. Now can you imagine someone waking up feeling fired up and motivated to pay bills?

That's an example of low goals.

Of course there is nothing wrong with wanting to pay bills if that's all you are looking for. But if that was true for you, you wouldn't be reading this material.

You know you want more because you are capable of more.

Here is one cliché for you, ‘...shoot for the moon, if you miss, at least you will land among the stars’

With regards to your goals, at what level are you playing?

Are you in the first category where people just learn about the game but never take action? They read books, share motivation quotes and videos, attend seminars or workshops. In fact they love to pass these around whatsapp groups or social media. But they never really take any action.

Or do you find yourself in the second category? Here, people are dabblers. They dabble in their goals. This means from time to time they do take action. However, it is neither sufficient nor consistent. It is similar to what I was doing with business when I was at the university. I only sold things from time to time with no particular direction. I just wanted to make some pocket money.

Or are you a professional? A professional is very different from the first two categories. They may have similar interest but the professional has well-defined goals. They have a team to work with. They have to train regularly. They have coaches or mentors available for guidance. Their practice demands discipline.

No matter what area of your life you want to set goals and achieve, you will find that you fit loosely in one of these categories.

The question is which of these will you put yourself in?

How big is your goal, how specific is it?

We will talk more about this later.

Motivation and the why behind your goals

The word motivation simply means 'motive for action.'

It's a combination of the word motive and the word action.

It defines the reason why you are taking an action.

Therefore, the bigger the reason for your action, the more motivated you will be.

Having a reason for your goal also gives your life purpose and meaning.

Why do you have those goals?

Some people are motivated by love of family and they want to create something they can leave for their children.

For others, they want to help their parents, extended family or even their country through creation of employment.

Others just love the feeling of winning or they just want to prove they can do it.

It could be that they have gone through some tough situations in the past or they experienced things like someone laughing at them and saying you can't do it or you are wasting your time. And so they want to prove to such people and to themselves that yes, actually I can do it.

The why behind our goals can even be a single incident like the day you failed to make payment for a cheap item because of being broke.

The embarrassment and pain of that moment can motivate you.

Different things motivate different people.

Example: I met a businessman who was a little advanced in age. We were inquiring about office space at his property because we wanted to start a certain business with a friend of mine. We were complimenting him on the buildings he had. He told us why he works hard to achieve success. He said there was a time when he was struggling with finances and he moved to his parents' house with his wife.

One day the wife said "I wish I had gotten married to someone else, I wouldn't have been suffering like this." He said he felt so bad because of those words that he vowed he would be successful for the sake of his wife.

What is your goal?

Why is achieving this goal important to you? Having a well-defined reason behind our goals gives us motivation. It also makes our actions much more meaningful and purposeful.

As I was creating a certain personal development online course, I was told by one of my mentors that the best markets for selling online courses was America and Canada because internet statistics show that these have a high number of online buyers.

Although I do want to make money, I didn't go for those because my primary motivation was to uplift my fellow Africans with information.

Now that I am working on how best I can spread this material locally, in my country Zambia and the rest of Africa, I feel much more energized and the work feels more purposeful and meaningful.

Question to ponder: What gives your goals meaning?

Let your goals be aligned with your values and your activities will be purposeful and bring you fulfillment and happiness.

In the absence of purpose, you find people becoming financially successful but still experiencing feelings of emptiness.

Clarity: How clear are your goals?

How do you know how clear your goals are?

Albert Einstein said, 'if you can't explain it to a 6 year old, you don't understand it yourself'

I remember a time when I was struggling with my business. I thought I had goals but if someone asked me to explain them, I would use the phrase *depending on how things work out*, I will do this and that.

I wasn't crystal clear about what I wanted. I would say I wanted success.

But what does that actually mean? Different people define success differently and so just saying I want to be successful or I want to make enough money to be comfortable remains an ambiguous goal.

What about you? Are you completely clear about what kind of success goals you have? Would you be able to explain them to a 6 year old?

What is your personal definition of success? If you are looking to run a business, consider these details:

:

What does your successful business look like?

What does it produce?

How many people does it have?

Where is it located?

How much money does it generate?

To one person, a successful business is just herself and her laptop working from home or from the beach.

This is a common lifestyle many are going for these days due to the use of internet and ecommerce. Some people like this may only want to make enough money for a future nest egg and to be able to pay for their travel around the world.

To others, success means being in a stable job and having stable financial investments in money markets or real estate.

Some may define success as having a stable job they love while using their spare time to run a side business.

Still to others, it's about building a multi-national corporation.

Sometimes we may shy away from being specific about these goals because maybe we still have that voice in our heads saying 'be realistic', 'that's too difficult.'

In my other book, *Unshackled: Discover And Overcome, What Is Holding Back Your Success*, I talk about three things that hold us back: fear, personal limiting beliefs and money limiting beliefs.

I explain in the book that these limiting beliefs largely start from things we heard, experienced or observed while growing up.

Basically these are beliefs we have about our own abilities, the meaning of money, success and the world in general that could be limiting how we set goals and the success we achieve.

I find that having clear goals give you a sense of direction in life.

As Brian Tracy, an international motivation speaker, author and success trainer says, “one of the things that gives our lives meaning is having a sense of direction”

When we wake up, we know what we should be doing. At any given point, it becomes easier to choose which activity to start with. As we will see later, this clarity is an important factor to setting priorities and being productive.

Clarity of goals is also extremely important when it comes to focus. More on that later

What do you really want?

Remember the script?

Go to school, study hard, get good grades so that you make it into college or university.

Take a course that is likely to earn you a respectable job with a respectable income in a respectable career.

Get married, have kids, raise them like you were raised.

It's a great script with honorable intentions. The only trouble is that the details are not always aligned with what we really want.

Sometimes, it's not even aligned with our natural talent or personal purpose in life.

What has been discovered from studying happy and successful people is that we live our happiest and most successful lives by doing what we naturally want and love.

Every individual is born with a certain purpose and following it produces the greatest success and satisfaction.

So, what do you really want?

What are your goals in life?

What are your goals for this year or the next?

What is your personal mission and purpose?

Don't worry if you don't have the answers.

If you are like most people, when you were a child you had some big dreams and things you naturally loved.

It was also easy for you to share them with others. But as you grew older, things started changing.

A number of things happen to our dreams as we grow older because little by little, we start listening to society and those around us when they start saying things like,

'be realistic, that won't work'

'you can't manage'

'that's too difficult'

'we don't have the money for that''

'that will take too long...' etc

With enough of such words, we may choose to stop dreaming all together and choose that it's not safe to tell other people what we really want.

So we decide to follow the script we were given earlier, we go to school, get a decent job and settle.

Before long, we find ourselves feeling bored, unmotivated, disliking our work and wondering if this is all there is.

We find that somehow we cannot shake off the feeling that we are capable of much more and deserve much better than this rather uninspiring mechanical routine.

Sometimes it's not about what we heard that makes us lose touch with what we really want, it could be what we observed or experienced in terms of failure and disappointment.

This could cause us to be reluctant to have specific goals for fear that we won't achieve them.

Due to such experiences, many people decide it's safer not to set goals at all or to set what they consider to be realistic goals that are within their comfort zones.

Break out the magic wand

Sometimes even after thinking through what we really want, our subconscious limits what we list down as goals.

We can try this exercise recommended by Brian Tracy

Suppose you could wave a magic wand and have what you want, what would you wish for?

What would your life look like?

What would your home look like?

What would your healthy be like?

How much would you be earning?

How much money would your business be making?

Thinking through the idea of having a magical want could help to eliminate the limits that we place on ourselves and make it clearer what we really wish we could have. This presents the ideal towards which we can work.

With your goals now clearer, you can write them down.

Brain Science and Goal Setting

Thanks to brain science, we now know through extensive research carried out that our brain is actively involved in goal setting.

There is a part of our human brain that acts as an information filter. So *when we set goals, we help our brain to help us.*

This part of the brain behaves like a manager's assistant who brings information that is related to the things that need to be accomplished.

Let's see one real situation that shows how this part of our brain works.

Picture yourself at a noisy place. It could be a bus stop or an airport. There can be many conversations and other sounds and noises around you but if someone calls out your name, you will turn around and say, *I think I heard my name.*

Why are you able to hear your name and not able to clearly hear any other conversation going on around you? It's because the Reticular Activating System part of your brain is filtering out what it considers junk information. Your name is classified as important so it is allowed to get through and get your attention.

Just like if you are a manager, your assistant will not allow people who will come to your office to waste your time but will allow other important people like your business partner and close family members to come through.

When we set goals, it's like we sit down and have a meeting with our assistant and in future he/she will start forwarding to us information that may be helpful in accomplishing our goals while blocking out what is not important. So we find ourselves noticing more opportunities around us that are related to that goal.

This is because, by writing down our goals, we communicate to our brain that this particular thing is important. Therefore, in the same way that our brain filters important information like our name, it starts to filter information related to our goals.

Studies have shown that just by writing down our goals, we become 50-100% more likely to achieve them.

Here is what Marry Morrisey, an international speaker, best-selling author and consultant says on why you will achieve better when you write down goals.

“if you just THINK about one of your goals or dreams, you’re only using the right hemisphere of your brain, which is your imaginative center. But, if you think about something that you desire, and then write it down, you also tap into the power of your logic-based left hemisphere[of your brain]...”

Just the act of writing down your dreams and goals ignites an entirely new dimension of consciousness, ideas and productivity to the powerhouse that is your subconscious mind.

This simple act also opens your subconscious to “seeing” opportunities that simply can’t be observed if you’re tied up with THINKING about your goals.”

Here are reasons to write down goals rather than just thinking about them:

- When we write down our goals, we start to notice more and more things in our environment that are likely to help us achieve our goals.
- We start to notice people who are already in our network who we previously did not recognize as potential sources of help.
- As we start becoming successful, other opportunities will show up in our way. When our goals are not clearly written down, we will be easily distracted or tempted to start working on the new opportunity.
- Sometimes, we are faced with frustration and may not know what to do next. This is what known as resistance. It's that reluctance we sometimes feel to do any work.

With written down goals, you simply have to refer to your list and ask what can I do write now towards this goal?

I personally experienced this. Before I started writing my goals, I would be working really hard and always searching for help, feeling that I didn't have enough help or resources.

Sometimes, I would be stuck about what my next move should be and it wasn't clear how I should proceed. My working style was sometimes haphazard.

However, this changed when I started writing down my goals. I began to notice so many things within my environment and within my reach that I already had that would prove to be

END OF BOOK SAMPLE

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