GOALPOWER

How to Increase Personal Performance and career success!

RICK CONLOW

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INTRODUCTION
The power of you!

How can an individual hit a target she can't see or reach a destination she doesn't have? How can you have a better life for you or your family unless you know how you want it to look?

Author bob Conklin suggests, ***"If people operated their automobiles the way most operate their lives, they would never get out of the driveway. Fortunately, before they start driving, they anticipate where they want to go; they have a destination. If they do not know how to get there, they consult a map. If the car does not start, it is useless and will carry no one to a destination. These same principles are involved in operating your life."*** He adds, ***"How can you possibly expect your life to have meaning and direction if you don't know what it is you want to accomplish? You must decide on your destination, you must set goals!"***

Goals will help you clearly define the better life you want. Goals give you tangible targets to hit and definite destinations to reach.

NOTE: ***GOALPOWER*** is a fillable PDF. As you complete the activities make sure you save them. Or, you can print ***GOALPOWER*** and complete the activities that way. Your choice. **THANK YOU.**

THE MEANING OF GOALS

According to webster's dictionary, *"A goal is simply the end that you direct your efforts."* A goal is also the person you want to be, the activity you want to do, or the something you want to have. Goals are targets and destinations that you have deliberately and purposefully chosen.

EXAMPLES:

- **A FINANCIAL GOAL:** We are saving $250 a month for our child's college education.
- **A PHYSICAL GOAL:** I will be 165 pounds in ten months by losing fifteen pounds.
- **A CAREER GOAL:** I will become department manager at the store within the next two years.

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THE POWER OF GOALS

In the past twelve years, there have been more than 110 goal-setting studies done by research organizations. Of those studies, ninety percent connect goal setting with positive results. Goal setting works for the young or old, short, or tall, male or female, poorly, or highly educated, layperson or executive. It works for anyone. People who set goals accomplish more, feel happier, lead more satisfied lives, and earn more money than those who do not set goals. In fact, studies done on peak performers in athletic, executive, and academic industries indicate that there is a common trait among them all: a missionary zeal for specific goals and achievement.

Unfortunately, not everyone sets goals, and most people do not know how to set them. Despite the overwhelming evidence in favor of goal setting, people still smoke and overeat. In fact, studies indicate that only ten percent of people set goals and only five percent write them down. This is not surprising considering our educational system seldom teaches goal-setting skills or goal achieving steps. Thus, too many people live life like a lottery. And when nothing ever happens for them, they cannot understand why because they've been waiting for their luck of the draw to just happen by chance.

Life is more like a movie. You write the script; and you play the lead role. You can live the way you choose because it is your movie and your life. You get to decide if it is a box

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office hit or not. Luck has little to do with it, but your goals have everything to do with it!

The real power of goals comes through the clear and precise identification of what exactly it is that you want. It is not magical; it is simply doing what most people don't do. It is undeniable that goal-power works. It will help you achieve greater personal and professional success!

GETTING STARTED

Napoleon hill declared, ***"What you can conceive and believe, you can achieve."*** And that's the belief behind ***GoalPower***. It worked for a Vietnam veteran who, after seven years as a prisoner, was still able to play the sort of golf game he had always played. He managed to succeed in this by practicing eighteen holes of golf in his mind, stroke by stroke, every single day in prison. That's how he kept his sanity- by believing and visualizing a better time in his life. And it worked for the salesperson who was about to give the most important speech of his life. For weeks prior to the conference, he practiced and pictured a dynamic speech that resulted in a standing ovation. When the big day arrived, his speech materialized exactly as he had imagined it would. There are other examples like this of people achieving success in life by overcoming physical challenges, personal tragedies, or career roadblocks.

WHAT DO YOU WANT IN LIFE?

- Success
- Peace
- Money
- Happiness
- Adventure
- Family & Friends
- Health
- Fame
- Recognition

Most people answer, "i want to be successful," or "i want to be happy." And they believe that in order for them to be successful, they must do or have certain things. o they work their entire lives for that, hoping that at a miraculous point in the future, they will achieve their dreams. The problem is that they never seem to do or have enough to achieve the success they desire. They work to earn huge salaries, they buy material objects, they take lavish vacations, or they attend prestigious social events. But when things seem average compared to others and they feel unhappy and ineffective.

To them, success and happiness become final destinations for tomorrow. However, they never get there because they don't have a solid starting place today. They might have a path to follow or a

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tentative plan they intend to keep, but it is like they are trying to build a skyscraper without laying the foundation. They quickly created the building, and it looks fantastic. People admire it. but as soon as the winds of adversity and the rains of disappointment enter the scene, their skyscraper crumbles. They scramble to quickly rebuild it; however, when problems return, their building tumbles again. It becomes a vicious cycle that leaves them confused, unhappy, and stuck.

YOU ARE A SUCCESS TODAY!

There's a story of a young boy who, in sixth grade, had a tough time in school. He figured that once he got to junior high, life would be easier. Then in junior high, things didn't go as he had expected they would, and it left him disappointed. His voice changed and he received poor grades. That was when he decided that life must get better after high school. Then one day, just barely, he graduated high school.

After high school, he realized he had to pay his own way, which made life that much harder. When he married his special someone, life got a little bit better; but not before long, married life presented a new set of problems. Then children came, along with new demands of his time and energy.

GoalPower starts with the premise that you are a success today. You do not have to prove it. Like a tiny acorn that has the same DNA of a mighty oak tree, you have tremendous personal potential.

Life continued, day after day, year after year, in the same discouraging pattern. Yet, he assumed that when he retired, the last years of his life would be grand. He would finally be able to be what he wanted to be and do what he wanted to do. Then, he retired, and as he sat on his favorite chair one afternoon, he reflected on his life. Tears came to his eyes as he thought about his sixth-grade experience and realized how much he had missed in life. As the years passed, his dissatisfaction with life continued, and his hope for a happy future faded.

GoalPower starts with the premise that you are a success today. you do not have to prove it. Like

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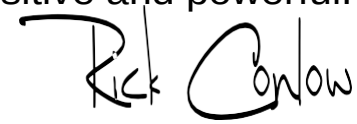
a tiny acorn that has the same DNA as a mighty oak tree, you have tremendous personal potential. According to ***GoalPower***, there is no need to become someone you are not, only an adjusted focus to enhance your ability to step into who you really are. Life is no dress rehearsal; it is more like **"Saturday Night Live."** By believing you are a success now, you awaken internal power and energy to create a more fulfilling life.

All self-help authors like Napoleon Hill, Earl Nightingale, Dr. Norman Vincent Peale, Dr. David Schwartz, William Clement stone, Claude Bristol, Tony Robbins, Dr. Denis Waitley and others emphasize these similar, dynamic, and proven success strategies. ***Each answer below addresses a question that's echoing in the minds of people for ages.***

Who am I?
Believe in Yourself!
Where am I Going With My Life?
engage GoalPower!
How am I Going to Get There?
do it now!
What Difference Does it Make, Really?
Help others along the way!

What's one thing children do that can drive parents crazy? that's right—they ask questions! ***They want to know why, why, why?*** Children are inquisitive, curious, and excited about life, so they ask questions to learn and grow. We expect adults to have the answers, but they often need to stir their own imaginations by becoming more child-like themselves.

GoalPower challenges you to keep questions open. It will guide you to define, clarify, and act on these strategies to help you get what you want in life. You will receive concise descriptions of these proven success strategies and practical exercises to implement these strategies into action today. This is what makes ***GoalPower*** so positive and powerful. It can change your life!



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PS

Watch this positive and uplifting video training as an introduction, click here:

- *How to Set and Achieve Your Goals.*

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WHO AM I?
Believe in Yourself
WHO AM I?

One word separates the achievers from the non-achievers, and that's belief. You can attend all the seminars, read every book, write down every goal, and it will all be in vain unless you believe in your goals. Only when you honestly believe will you achieve your goals in life.

THE IMPORTANCE OF BELIEF

A poet once said there's magic in believing. but believing is powerful, not magical. the new testament mentions the words "faith" and "believe" 485 times. The two words mean the same thing. so, if God places such tremendous emphasis on belief, shouldn't we? You can move mountains if you have belief. And daily problems become formidable barriers if you lose it.

Dr. Jonas Salk believed he could help cure polio. president Franklin D. Roosevelt believed ***"The only thing we had to fear was fear itself."*** Martin Luther King Jr. believed in a world of racial equality. President John F. Kennedy believed we could put a man on the moon. Anne Sullivan believed and set an example of faith and determination for us to follow. The Wright Brothers believed that people could fly.

People who believe, have a goal and faith in something bigger than themselves, as well as a strong belief in the person they are.

Often, people without belief become frustrated. And typically, they lack the power to become all they can be. People who believe are more than motivated. They possess inspiration. But by believing in yourself, your goals, and your cause, you can have the power to live an abundant life.

THE DEFINITION OF BELIEF

What does it mean to believe? If you believe, really believe, you mentally accept or trust in yourself, someone, or something without demanding reason or evidence. That's the key to the power of believing. A college degree, a lofty income, a lavish home, an extensive wardrobe, multiple compliments,

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admirable awards, or past successes should not be the evidence needed to convince you to believe in yourself. First, you believe and then these things follow. Believing comes from within and starts with your thinking. everything else is proof. The Bible says, ***"That which you greatly believe will come upon you."***

If you're thinking more about the reasons why things are not working and less about your goal, then your energy and effort are in the wrong place. Believers aren't too concerned about reasons for or against an idea. They act and get results.

BELIEVE BIG!

Life is too short to be content with mediocrity. Yet, if you ask 100 people what they want in life, 95 will tell you what they don't want. Thoreau concluded, ***"Most people lead lives of quiet desperation,"*** because only know what they want in life, and only a handful dares to believe in the possibilities.

How do you build belief? It's obvious, isn't it? Do what most people don't do. Believe in yourself enough to put yourself in situations that help you learn and experience what you need to begin living the life you desire.

Believe you're here for a special reason. Accept that you have an important purpose. Believe that you're unique, live that way, and extraordinary things will happen in your life. You'll become what you were meant to be. And, you'll have an inner reserve to deal with the difficulties that happen in life.

Truly, your belief is the source of your reality. Frank Lloyd wright said, *"Make no small plans; they have no power to move men's hearts. Unless your proposals are bold, they will be ineffective."*

A Chinese fable tells of an old man who had to climb and cross a hill each do to get to work. Each day, he carried a stone in each of *his* hands as he walked from the top to the bottom of the hill. When asked why, he replied*, "I'm moving this hill. Not in my lifetime or in my son's lifetime, but in time, this hill will be gone."* Believers have a similar attitude. Their belief helps them accomplish a goal, dream, or purpose before it transpires. It inspires them despite life's inevitable obstacles.

Moses believed and the Red Sea parted. George Washington believed, and his army survived Valley Forge and won a war. Abe Lincoln believed and saved a divided nation. Gandhi believed and a country gained independence nonviolently. Michael

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Phelps believed in and won eight gold medals in the 2008 Olympics. History sparkles with stories of believers. The funny thing about belief is it tends to be contagious. By believing in yourself, you will have a positive and powerful effect on your spouse, children, or friends.

Most people say that to see is to believe; but it does not work that way. Author bob Conklin recorded years ago that the ***"key to motivation is in the power of believing."*** Ask any achiever how they did it, and they will simply say, "I believed in myself," and "I believed in my goals."

First, they believed, and then things happened. A wise person said, ***"Nothing will drive someone to unprecedented heights faster than the unyielding belief that he or she can reach those heights."***

Life is too short to be content with mediocrity. Yet, if you ask 100 people what they want in life, 95 will tell you what they don't want. Thoreau concluded, ***"Most people lead lives of quiet desperation,' because only a few know what they want in life, and only a handful dares to believe in the possibilities."***

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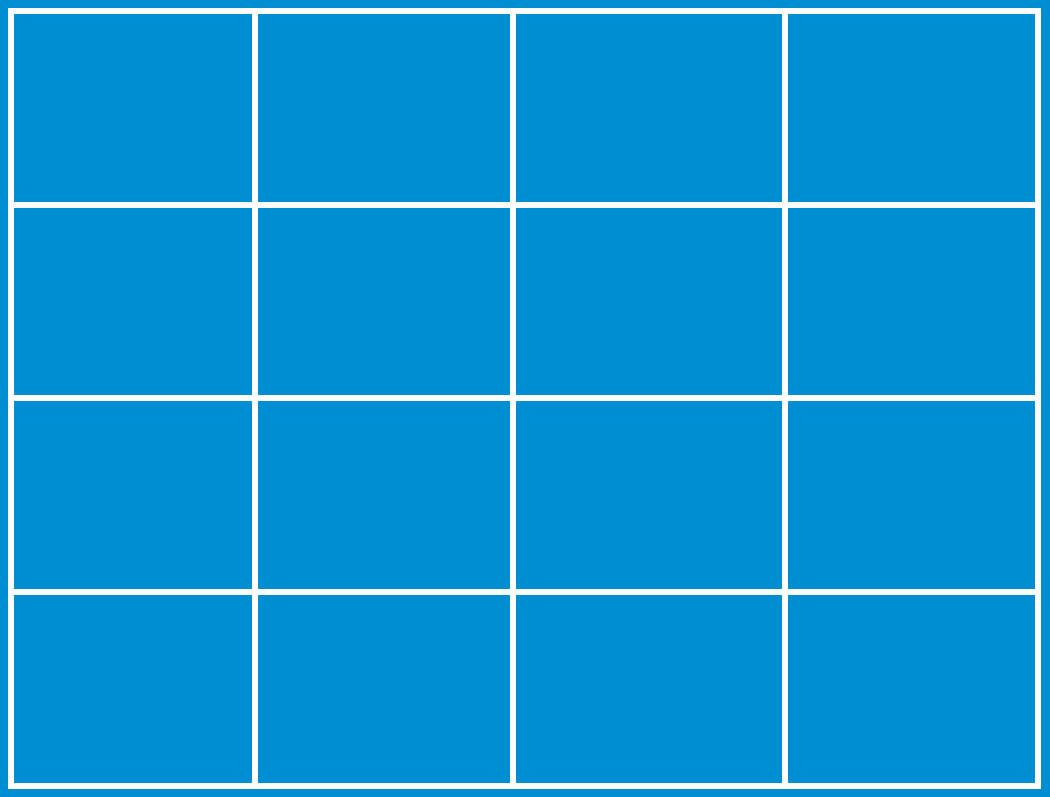
ACTION 1: PERSONAL PERCEPTION

Human beings have a basic ambition to feel good about their lives. This need fuels a person's inner motivations and self-esteem. Begin ***GoalPower*** with a fresh perspective. For starters, how many squares do you see here?



At first glance, people mention sixteen or seventeen.
look closer - there are thirty.

"Some people look at the world and ask why? I look at the world and ask, why not?"

- BOBBY KENNEDY

ACTION 1 EXERCISE: PERSONAL PERCEPTION

Now, view yourself as you eventually did with the squares on the previous page. Expand your personal perception. First, be more positive! Then, seek your hidden talents and abilities. For this first action exercise, outline your answers to these questions.

1. As a child, i enjoyed _____
2. One of my best memories of my childhood is _____
3. My favorite toy was _____
4. My childhood dream was _____
5. My best experience during high school was _____
6. What I'm most interested in is _____
7. A funny thing that once happened to me is _____
8. How I describe myself is _____
9. Today, others describe me as _____
10. How I relax is _____
11. I spend my leisure time _____
12. My best quality is _____
13. Three things i do well are _____
14. What I'd like to learn is _____
15. Love means _____
16. My friends are _____
17. What I've always wanted to do is _____
18. To me, success means _____
19. Things that make me laugh are _____
20. I'd like to visit...because _____
21. What I really want in life is _____
22. What I want on my epitaph is _____

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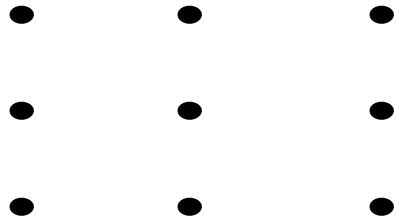
ACTION 2: What am I up to?

A prophet tells a story about a frog and a scorpion as they meet at a river's edge. The scorpion asked the frog for a ride across the river. The frog declined because he didn't want to get stung. But after the scorpion asked again, the frog reluctantly agreed. About halfway across the river, the scorpion stung the frog on the back of the neck. The frog cried, "Why did you do that? now we'll both drown!" The scorpion replied, "I don't know. It is just my nature."

When you ask people what they are up to, multitudes respond, "No good!" You see, people typically develop habitual patterns of doing things. Then, no matter how hard they try to change, things stay the same because the habits have become their nature. For example: they do not follow through on their good intentions. Or, they fail at New Year's resolutions, diet plans, or promises to pay you back. It is impossible for them to change or get ahead in life. The good news is that people can change. The sad news is that it's more comfortable to live routinely. The only way to get rid of old habits is to build new ones. Before you get new habits, you must identify what your habits are and what changes you want to make. Then, you need to see yourself in a new way and set goals to make those changes.

Now, it's time for mind challenging exercise. Connect these nine dots with four straight lines. Do not lift your pencil once you start. You can cross lines, but you cannot go back over lines. Give it a shot, find the answer on page 18.



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SUCCESS DYNAMICS

Most people see the dots as square and are careful not to go outside the dots. But the truth is, unless you go outside the dots, you won't be able to successfully complete the exercise.

GoalPower works best when you step outside of yourself to determine where you are and where you want to be. once you do this, a powerful success dynamic results. The first step to changing where you are in life requires knowing the place from which you are starting from today. The natural progression is to move from the place you are to the place you want to be. even so, there is a graceful tension with positive movement.

What are you up to? In the major life categories (listed in this action's exercise), how would you describe what you are doing? In certain instances, you are getting satisfactory results. In others, you may need to make changes or look at alternative options for action.

"I am larger and better than I thought. I did not know I held such goodness."

-WALT WHITMAN

ACTION EXERCISE 2: WHAT AM I UP TO?

In the chart below, as clearly and honestly as you can, describe what you are doing in the six life categories listed. In each box, by letter A, describe what you want to keep doing. By letter B, describe what you want to change. Then, if you're comfortable with it, share the results with your spouse or a close friend.

SPIRITUAL a. B.	**FAMILY/SOCIAL** a. B.
CAREER a. B.	**FINANCIAL** a. B.
MENTAL a. B.	**PHYSICAL** a. B.

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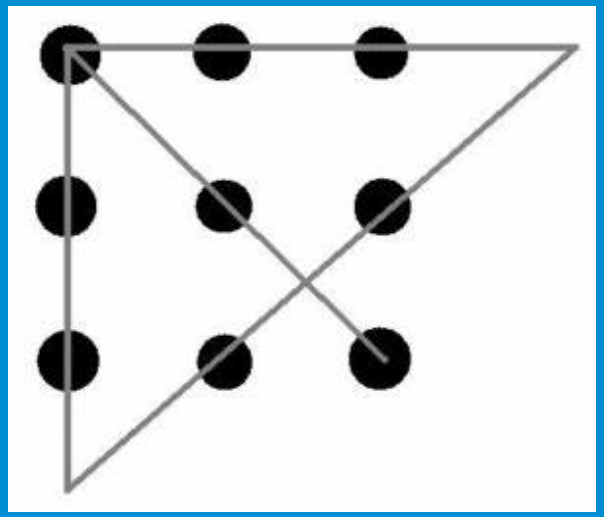
Example: Career

A. I like managing people, and I like my coworkers.
B. I'm frustrated because I'm ready for more responsibility and a new challenge.

The nine-dot exercise solution (from page 16.)



ACTION 3: Learning from Experience

Life becomes a collection of experiences and events. Certain experiences move you three steps forward and others take you two steps back. So, we label varied activities a success and failure. A wise person said that ***experience is the best teacher***. But is that true? If so, the oldest people would always be the wealthiest and wisest, and that isn't the way it is. Experience becomes a teacher when you learn and grow from it.

I had a dream to be a professional baseball player, but it never happened. So, in this regard, I always thought I was a failure. Then one day, my former baseball coach asked me to speak at a baseball banquet in my hometown. Reluctantly, I agreed to do it. At first, my mind started imagining the local newspaper headlines: *"Hometown Failure Returns."* In fact, I had a tough time deciding on a topic until I recognized all I had learned from my baseball experiences. On the night of the banquet, I enthusiastically shared stories about:

- discipline
- determination
- destinations (the value of goals)

That night, a burden lifted from my shoulders. I had finally learned from my experiences. It felt as though it freed me up to pursue other worthwhile goals.

What experiences can you learn from? Recall eight to ten of the most significant things that have happened in your life. Include some that weren't entirely positive. These experiences could be memories of your first job, the birth of your first child, an illness, a death in your family, an athletic event, or a wedding. Take your time when reflecting on what these might be and then identify what influence these experiences have on your life, and what you might be able to learn from these events.

"For men and women are not only themselves; they are also the region in which they were born, the city apartment or farm in which they learned to walk, the games they played as children, the old wives' tales they overheard, the food they ate, the schools they attended, the sports they followed, the poems they read, and the God they believed in."

- W. SOMERSET MAUGHAM

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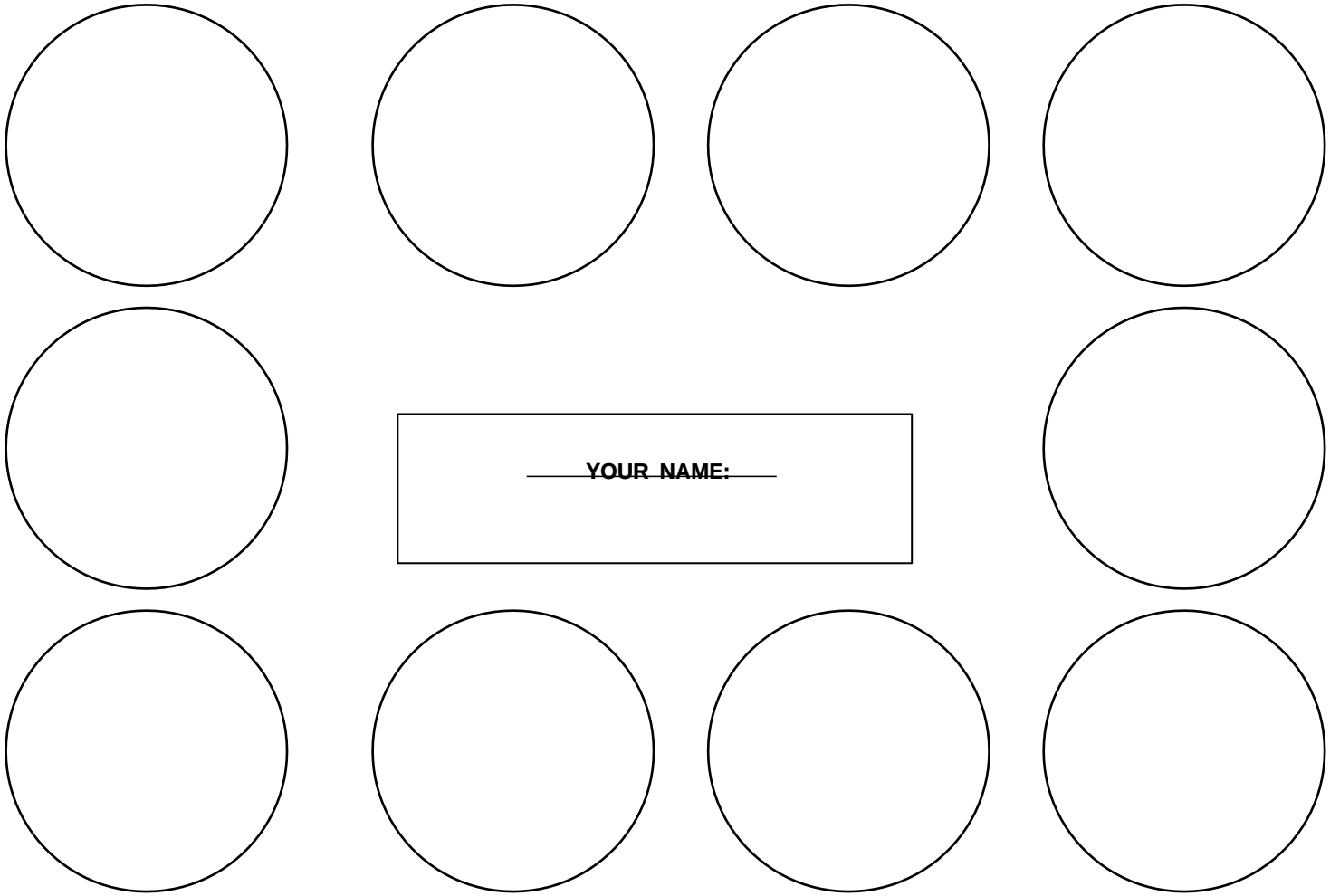
ACTION EXERCISE 3: LEARNING FROM EXPERIENCE

Take fifteen minutes to recall and identify with a name or brief description your most important life experiences. Name each event in the circles below. Also, in the spaces provided below the circles, write down three of the events, detailing how they changed your life and explaining what you learned from each experience.



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EXPERIENCE *Ex. My first child's birth.*	**INFLUENCE** *Ex. I had much less free time.*	**LEARNING** *Ex. I changed my lifestyle.*
1.		
2.		
3.		

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ACTION 4: Strengths and Weaknesses

Every year before baseball season starts, sports magazines include highlights of the strengths and weaknesses of each team. Then, they give a review regarding the predicted performance of each team. They complete this prior to the season.

Ordinarily, to stay in shape during the off-season, individual players practice their skills. They are working hard to enhance their already present abilities, while hoping to simultaneously minimize their weaknesses. However, it is essential to acknowledge that despite the significant effort invested in this process, perfection remains unattainable. Everybody, regardless of age, talent, or personality, has his or her own strengths and weaknesses.

"Sometimes a weakness is nothing more than a strength used to excess."

- Author Unknown

"My purpose was twofold. First, to help the earnest student find out what his or her weaknesses are. Second, to help create a definite plan for bridging those weaknesses. The most successful men and women on earth have had to correct certain weak spots in their personalities before they began to succeed."

- Napoleon Hill

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in this exercise, identify your strengths and weaknesses. Feel good about your strengths and be gentle with yourself regarding your weaknesses. Look at a weakness as nothing more than an opportunity for growth. Also, understand that most people feel they have three times as many weaknesses as strengths. So, take your time and allow yourself the luxury of identifying the positives within yourself. When you finish, check your top three strengths and circle one weakness-development area-you want to work on now.

STRENGTHS	WEAKNESSES

ACTION 5: I Like Myself

You really are a special and important person! According to medical research, the odds of your DNA looking like someone else's DNA are 1 in 37 million. Even then, your genetic makeup will be different in obvious ways. You possess unique qualities, experiences, thoughts, attitudes, and insights that make you a success today. You have good reasons to feel good about yourself.

Lift yourself above any weaknesses, failures, or adversities. Be aware of them, work to overcome them, but don't use them as an excuse to hinder you in life. *Passionately believe that you are increasing your ability to be all that you really are.* Build your self-confidence and affirm your unlimited potential. Do it now!

"Be aware of them, work to overcome them, but don't use them as an excuse to hinder you in life. *Passionately believe that you are increasing your ability to be all that you really are."*

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ACTION EXERCISE 5: I LIKE MYSELF

Take the next few minutes to like who you are. Answer these questions to help.

1. List two important, positive decisions or events that have helped direct your life:

A. _____

b. _____

2. List five of the most important values that motivate and excite you about life and explain why. (example, honesty—integrity is important to a good life):

A. _____

b. _____

C. _____

d. _____

e. _____

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3. Identify three people who have had a positive influence on your life. What positive qualities do you associate with each person? (example, rick Jones—persistence):

A. _____

b. _____

C. _____

4. Write ten positive qualities that you possess. (example, good listener):

A. _____ F. _____

b. _____ g. _____

C. _____ h. _____

d. _____ i. _____

e. _____ J. _____

5. List three areas of your life that you want to continue to develop:

A. _____

b. _____

C. _____

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6. identify seven things that you appreciate in your life. (example, your children or your health):

A. _____

b. _____

C. _____

d. _____

e. _____

F. _____

g. _____

7. Complete this phrase: i like myself because . . .

_____

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ACTION 6: Personal Successes

"Life is nothing but wasted timed to those who don't enjoy it. Oh, if man were like animals, instead of thinking the worst like war, poverty, slavery, and tragedies. Man is such a queer animal! His mind thinks oddly upon the past tragedies. The good times are wiped away, far away, when we recall our life."

- CHARLES FINNEGAN, GRADE 5, 1970.
KATHERINE LEE BATES SCHOOL, WELLESLEY, Massachusetts

After all, what is success? Is it a full bank account, a completed PHD, a prestigious career, or a perfectly adorned home? The Washington Post published an article that attempted to answer this very question. It described two people. The first was a lobbyist who made a large, seven-figure income. He lived in the most expensive neighborhood in Washington D.C., and he engaged the highest government officials. Yet, he said his life had no meaning. The other individual was a single parent. While working, she finished high school by taking night classes. Although she made $15,000 a year, she declared that life was full of possibilities.

Too often we focus on what we don't have.

"As a man thinketh, so is he, and as a man chooseth, so is he and so is nature."

- RALPH WALDO EMERSON

ACTION EXERCISE 6: PERSONAL SUCCESSES

This exercise helps you remember and value your accomplishments and achievements - the things you have done that give you a sense of pride. So, recall your successes. It's called a personal success list or victory list. What have you accomplished thus far? It could be anything from receiving an athletic award to a job promotion to raising a well-adjusted family. Hopefully, this exercise helps you see yourself in a more positive light because all too often people say, "I haven't had many successes." the truth is: you have! Sure you have made mistakes or experienced failure at times. But you have also accomplished critical things. First, accept the possibility that it is true. Then, identify your successes and achievements. What are you proud of? For example:

- Being happily married for five years.
- A recent promotion.
- Last year's family vacation.
- The tree house you built as a child.
- The football award you won in eighth grade for the most improved player.
- Your decision and commitment to quit smoking.
- Going back to school in the evening to get a college degree,

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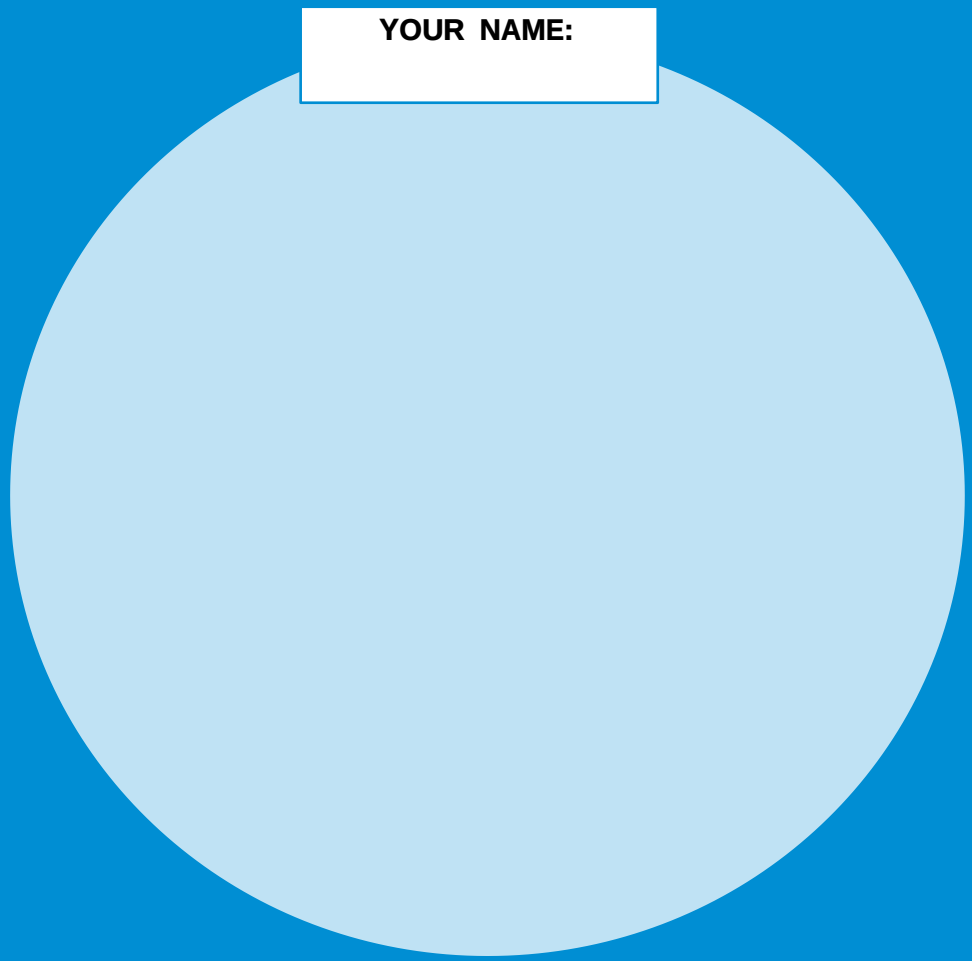
This list includes examples to help you brain-storm. Your list will look different. And recognizing your achievements shouldn't be confused with bragging or inflating an ego; it's simply a way to identify the positive. Too often people are quick to concentrate on the negative by tuning out compliments or disre-garding victories. But you are an achiever by nature, So, make a list of your successes, and add to it often. Use it to remind yourself of your abilities, especially when your life lacks sunshine.

Fill the entire circle with your successes. Take your time. Savor the memories. Feel good about it, and later, add to the list.



WHERE AM I GOING WITH MY LIFE?
The Five Laws of GoalPower

Scientist Albert Einstein's students asked what advice he had for schools. He suggested students take one hour a day to reflect upon the different ideas and theories they learned, so that students could form their own thoughts on the material.

In his book "psycho-Cybernetics," surgeon Dr. Maxwell Maltz explained that people can program their minds in ways that help them achieve their ideal results. You have heard the phrase "garbage in and garbage out," well this is true for computers and the human mind. Einstein and Maltz are describing how thinking can dramatically affect our lives.

Goal setting is science. It's a science that focuses the mind's creativity on specific targets. Study upon study proves that goal setting is a motivational technique that works. It takes time to learn how to use goal setting techniques effectively, just as it takes time to learn how to type. Here are the five laws of ***GoalPower.*** If learned and practiced and tied to tremendous belief, these laws can help goal setting work for you and your family, in ways that may seem impossible right now.

LAW #1: KNOW THYSELF

Know thyself as Socrates, the philosopher said. You need to take a personal inventory to know your starting place. Like a launching pad to new destinations.

In the first part of this book, you outlined your strengths, weaknesses, and successes. And hopefully you were honest and asked others for feedback. Plato said, ***"The unexamined life is not worth living."*** So, after completing the previous exercises, do you have a purpose in mind?

As a seventeen-year-old young man, Terry Fox learned he had cancer in his leg. Days after his eighteenth birthday, doctors amputated it. The night before the operation, Terry dreamt he was running across Canada. Shortly after surgery, doctors fitted him for an artificial limb. Soon, he started running across Canada a with a purpose in mind.

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He wanted to help eliminate cancer. He set a goal to raise $1 million for the Cancer society. After running three-fifths of the distance, the cancer spread, and Terry passed away. He didn't complete his run, yet he raised $24 million for the Cancer Society. And he positively influenced the lives of millions of people through his courage and purpose.

All people need a purpose for their lives. You do too! Your purpose could be any of the following:

- to teach others how to learn.
- to serve God.
- to raise well-adjusted children.
- to be the best mechanic in the company.
- to help others.
- to be an excellent husband/father or wife/mother.
- to make a positive difference.

A purpose is much bigger than a goal. All goals sprout from your purpose. A goal has a beginning, middle, and an end. Purposes are not always that easily defined. Yet, to be effective, purposes must be succinct statements like the above examples. Purpose acts as a lighthouse to the goal ships in your life. For example, my purpose is to help others be all they can be. And I can work toward this purpose within each of my distinct roles as a speaker, trainer, Christian, and father.

What is your purpose? You may or may not really know. For now, just get an idea of what you think it is. *By identifying a purpose, you can tie all your goals together. This will help you stay on track during the good times and the bad. A purpose answers the question,* ***"What difference does it make, really?"***

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LAW #2: IDENTIFY WHAT YOU WANT

As previously noted, 95 of 100 people will tell you what they don't want, when you ask them what they want. They don't want their debt, their aches and pains, or their difficult relationships. People have learned that if they ask for what they want, they might not get it. And who wants rejection or failure? But without question, if you don't declare what you want, life can become a hit-and-miss affair.

Goals are valuable because they help you decide what you want and where you want to be. Goals increase the odds of attaining a more satisfied life. Specific goals are extremely powerful because you measure them in terms of effort, time, or money. here is an example.

- I want to be successful.

This is a vague goal. What does successful mean?

- I want to be district Manager for Arrow Engineering by January 2028.

This is a specific goal with a specific timeline.

A realistic goal is one that you believe in. For example, if made $55,000 last year and set a goal to make $1 million in the New Year, this is an unrealistic goal setting in most cases. However, most people could believe in a goal of $75,000. This is a good goal because it is exciting, it is an increase over the previous year, and it is a challenge.

"Sometimes, people set themselves up for failure by making their goals too high, while others set their goals too low and become bored. Both approaches can lead individuals to claim that goal setting does not work; Consequently, make goals that work for you and help you move ahead."

LAW #3: TAKE THE FIRST STEP

After identifying what you want, it's critical to take the first step to act. Studies on goal setting indicate that plans are important; however, the most successful people focus more on the goal than the detailed plan.

At a goal setting seminar, participants first set their goals. Then, participants had fifteen minutes to act toward one of their goals. Afterward, the facilitator asked what they learned and how they felt. They mentioned feeling excited, motivated, and committed. They made progress. They sent emails or texts, conducted virtual meetings, and had phone conversations. And they arranged plans with their teams. The participants learned that taking the first step was necessary to get the process started. Consequently, they made meaningful progress in a shorter period than they had initially thought.

Just as you do not chop down a tree with one swing of an axe, you do not accomplish a goal with just a single step. The Chinese proverb claims, ***"The journey of 1,000 miles begins with the first step."*** In actuality, each step does get you that much closer to accomplishing your goal.

As you prepare to act, it's also crucial to ask for support. But because criticism and negativity are all too common today, be intentional about sharing your goal with others that genuinely want to encourage you along your journey. These means trusted colleagues, friends, or family members. Invite them to share their own ideas about action steps that might help.

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After all, aren't two heads better than one? There are very few people, if there are any, that wouldn't benefit from the support of trusted confidants. Friends who support one another add deeper meaning and energy to their relationship. Business partners who share goals can encourage one another toward higher levels of job performance. And spouses can strengthen their commitment to one another by sharing goals. So, always return the encouragement and optimism that others bestow onto you.

Then, visualize your success. Picture yourself accomplishing your goals. Write them down, using positive language that's in the present tense. Sports doctors indicate that mental training is just as important as physical training, which is why Olympic trainers require their athletes to mentally imagine their victories. In a way, it is a means of pre-playing your end results. For example, a woman could make a goal to lose twenty pounds, or she could state, *"I am a healthy 130-pound woman who lost twenty pounds."*

When you feel like you've been somewhere you've never been or met someone you've never met, it's because stored images in your mind emerge during familiar circumstances. For this reason, if you store images of yourself as you accomplish your goals, you are more likely to act on those images. In other words, you will achieve more success by imagining you will!

LAW #4: REVIEW YOUR PROGRESS

Toward the end of his life, an old man sat on his porch swing, slowly rocking it back and forth. Sitting alone, he reflected on the happy and sad times in his life, as well as his personal successes and failures. He couldn't help but feel empty inside. He remembered how he had set multiple lifetime goals when he was a young man. Slowly, he rose from his porch swing, entered his old run-down house, and climbed the creaky attic stairs. As he opened the attic doors, he caught a glimpse of the dusty old chest he was hoping to find. He threw off the top and eagerly pushed aside various objects. At last, he found the faded folder he remembered. Tears came to his eyes as he peeled open the folder. He read his own words that told the story of the former goals and dreams he had previously had for his life and his family. All he had wanted was success, but somewhere along his journey, he forgot his goals. He had left them behind, locked up and untouched. And now, the old man was receiving the by-products of his misplaced goals: disappointment, loneliness, and poverty.

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The lesson learned: review your goals and plans regularly. Make them **living documents** because *if you aren't working toward the goals, you say you have, you will be working toward the goals you really do have.*

As you work toward your goals, you must remember that everything won't always go according to plan. Inevitably, you will need to make changes along the way. For example, on the way to the moon, the Apollo spaceship needed to review computer data constantly to get back on track every time it went off course. You can still reach your destination, even with detours along the way.

So, when you're tempted to get frustrated with yourself when things go awry, instead, focus your energy on rewarding yourself when you make progress. When you accomplish a goal, celebrate! Go to dinner. See a movie. Buy a new shirt or a pair of shoes. Do something to cherish the moment, to recognize your efforts, or to share your joy with others.

A motivational speaker avidly described to his audience that he buys himself an ice-cream treat after every speech he gives. He explained that his personal rewards are just as important, if not more so, than the compliments of others.

Try not to let this common-sense tip slip from your goal setting process! After all, people thrive on sincere compliments and recognition. Just watch children, and you will discover how true this is. That's why kids beg their parents to look at their drawn pictures, to watch their new tricks, or to listen to their latest stories. Don't you get excited when your child learns something new? It's the same when it comes to your own journey. I'm not suggesting you can ignore mistakes and problems, but isn't a happy-faced world better than a red check-marked world?

LAW #5: MAKE A COMMITMENT

If you follow the four previous laws, you are committed. Commitment takes perseverance and patient action. So, keep at it. ***GoalPower*** will work 100 percent guaranteed if you follow these five laws. You'll learn that the real value of ***GoalPower*** is not in your ability to achieve every goal. It is about who you will become during the pursuit of your goals.

And remember, *if you're not working toward the goals, you say you have, you are working toward the goals you really do have.*

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ACTION 7: Know Thyself! A bio…

You outlined information about yourself in the "Believing in Yourself" section of this book. You answered the question, "Who am I?"

The first law of ***GoalPower*** is to know thyself, and you have been working on this. Now in this exercise, write a biography. Use the information you've already written and include your strengths, achievements, experiences, successes, and interests. Be specific about where you are today because it's the place you will build your future. Today is the result of your past - you cannot rewrite it, but you can accept it. Rejoice in the positive and make appropriate changes for a better tomorrow.

Think of this as a newsworthy article about yourself - a summary of your life so far. Make it fun and positive. And remember the words of consultant John O'Dell, ***"How you see yourself today determines your tomorrow."***

BELOW IS A SUGGESTION OF AN OUTLINE TO USE IN YOUR BIO:

1. Introduction- A brief description
2. Current Situation
3. Lessons Learned
4. Best Qualities
5. Achievements
6. Future Dreams

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ACTION EXERCISE 7: MY BIO

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ACTION 8: My Dream List

Do you remember when you used to toss pennies into a fountain or a wishing well? Closing your eyes, holding the penny tight, wishing for something specific, and then throwing the penny into the water? Then, you would excitedly skip along as you kept your secret. After all, it wouldn't have come true if you told anyone, right?

But sadly, the truth is that for most people, wishes vanish quickly. They often fade faster than the water ripples calm after you drop your penny into it. And as adults, we rarely believe in wishes any more than we believe in Santa Claus or the Tooth Fairy.

The second law of GoalPower is to identify what you want - starting with a dream list. *Dreams are wishes you decide to believe in.* Real dreams do not fade. Deep in our souls, we believe they are possible. Dreams are the pictures and beliefs you create in your mind about what you want to be, what you want to do, or what you want to have. The more you believe it, the clearer you see it. Your dreams involve your hopes and thoughts for a better life. Unfortunately, very few people dream anymore. The pessimist might say things like:

- Keep your head out of the clouds.
- You're a silly dreamer.
- Don't waste your time thinking about what can't be.
- Wishes don't come true, so why make them?
- Daydreaming is a waste of time.

Most importantly, history and wisdom declare, ***"As you dream, you shall become!***

"Dream lofty dreams, as you dream, so shall you become. Your vision is the promise of what you shall one day be; your ideal is the prophecy of what you shall at last unveil."

- James ALLEN IN AS A MAN THINKETH

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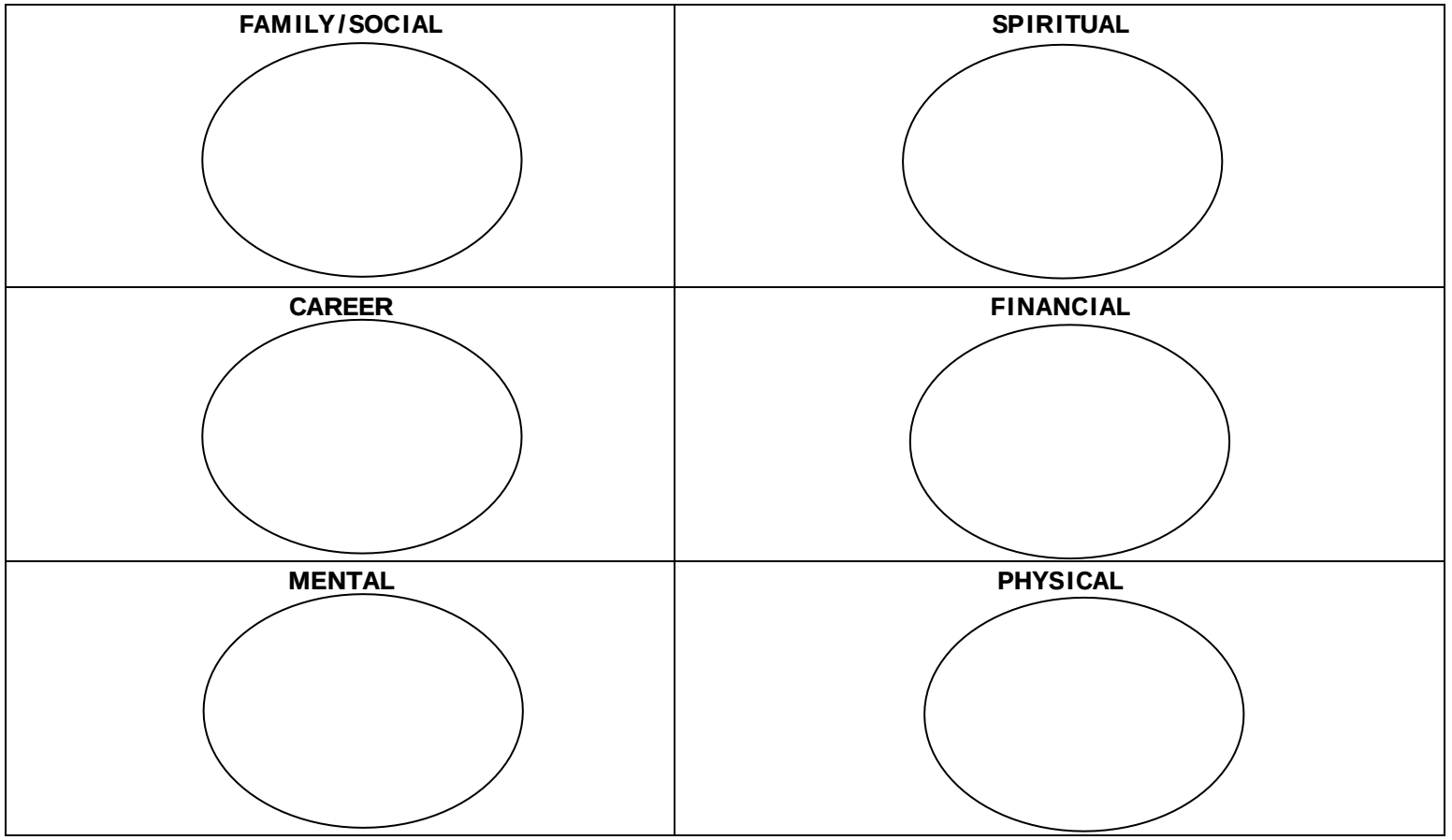
ACTION EXERCISE 8: MY DREAM LIST

Dream again to begin achieving more success in life. Use your imagination to think of what you want to be, what you want to do, and what you want to have. Keep an open mind. Relax and picture all the places you have wanted to visit, the people you have hoped to meet, the things you've wanted to do, the careers you've wanted to attain, and the impact on others you've hoped to have. Let go and brainstorm! Write your dreams in each circle and try not to pass judgment on your ideas. For now, anything is possible; later, you can narrow the ideas. Take your time and add more circles if necessary. Dream of the impossible dream. Dream like a child again.



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ACTION 9: A Priority Checklist

According to research ninety percent of people have non-goals. In other words, they are drifting along in life, getting what comes their way by chance, wishing for more, hoping to have that lucky ticket that wins them the lottery, and not acting on goals to make things better themselves. A sage described a goal as: **GO After Life!**

GoalPower is a process of deciding your priorities. The goals you have are the result of deliberate and intentional choices you make in life.

Peter Drucker, a management consultant, suggests, ***"The best way to predict the future is to create it."*** The Franklin-Covey Company suggests, ***"The best way to achieve a more satisfying life is to know what matters most."*** And Napoleon Hill talked about specific targets. These are all examples of focusing on the most important things in life.

This next exercise continues the process of examining your mind - you can begin creating a better future by focusing on your priorities now.

PART I

Review the activities listed under each goal category. Use this guide to prioritize them.

A = a strong desire to do this activity
B = very important to you
C = somewhat important to you
D = no interest at all in this area

Place the appropriate letter next to each activity. In the "notes" section, please include any significant activities that are important to you but not already listed. When you finish, place an asterisk (*) next to all activities with an "A."

PART II

Review your dream list. Place an asterisk (*) next to three to five of your most exciting dreams. Compare this information with what you learned in part 1 of this action. Use this data to help you write specific goals in Action 10—My Lifetime Goals!

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ACTION EXERCISE 9: A PRIORITY CHECKLIST

Family/Social ___ playing with my children ___ spending more time with my significant other ___ visiting relatives ___ going to the movies ___ watching television ___ doing work around the house ___ spending time with friends ___ fishing or hunting ___ other _____	**Spiritual** ___ eliminating my prejudices about others ___ sharing my faith ___ reading the bible ___ Praying or meditating ___ volunteering time to help others ___ giving money ___ going to church ___ working for peace in this world ___ other _____
CAREER ___ starting a business ___ securing a new job ___ selling a product ___ getting a promotion ___ doing a better job ___ switching careers ___ learning more about computers ___ Being a manager ___ earning more money ___ other _____	**FINANCIAL** ___ investing money ___ starting an Ira ___ saving money ___ earning a raise ___ saving for children's education ___ getting life insurance ___ becoming financially independent ___ buying a home ___ paying off bills ___ other _____
MENTAL ___ reading more books ___ Peace of mind ___ taking a training course ___ going to college ___ learning a new trade ___ visiting a museum ___ drawing ___ learning something new ___ participating in sports ___ starting a hobby ___ other _____	**PHYSICAL** ___ eating healthier ___ swimming ___ taking a walk ___ getting new glasses ___ getting a physical check-up ___ taking vitamins ___ running ___ biking ___ exercising regularly ___ losing weight ___ other _____
NOTES/OTHER AREAS:	

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MAJOR LIFETIME GOAL CATEGORIES

Spiritual: This area includes your involvement in church, religion, and spiritual matters. Goals to consider might revolve around church activities, prayer, meditation, service toward others or monetary contributions.

Family / Social: This category includes relationships within your immediate family - spouse, children, or relatives. your friends and community. To set goals in this area, you might ask yourself, *"How can i become a more loving or service-oriented person toward others?"* Consider answering in terms of quality time.

Financial: Money matters are the primary focus of this category. Goals might encompass a retirement or savings plan, vacations, outstanding bills, insurance, or investments. One money consultant recommends that we give 10 percent, save 10 percent, invest 10 percent, and live off the remaining 70 percent.

Career: This is the space to reflect upon your career goals. Are you progressing professionally? Are you thinking about changing jobs or starting a business? Unless you aspire to put action into your plan, you will just continue what you are doing.

Physical / Leisure: Do you need to make improvements in your diet? What do you want to do for recreation? Are you exercising enough? Is there a gym you want to join? Are your stress levels healthy? Is it time to get a physical checkup, glasses, or dental work?

Mental: Goals in this category might include educational development, job enrichment classes, or family learning activities. Do you read as much as you'd like to? Do you prioritize alone time regularly? The key question is: are you learning and growing?

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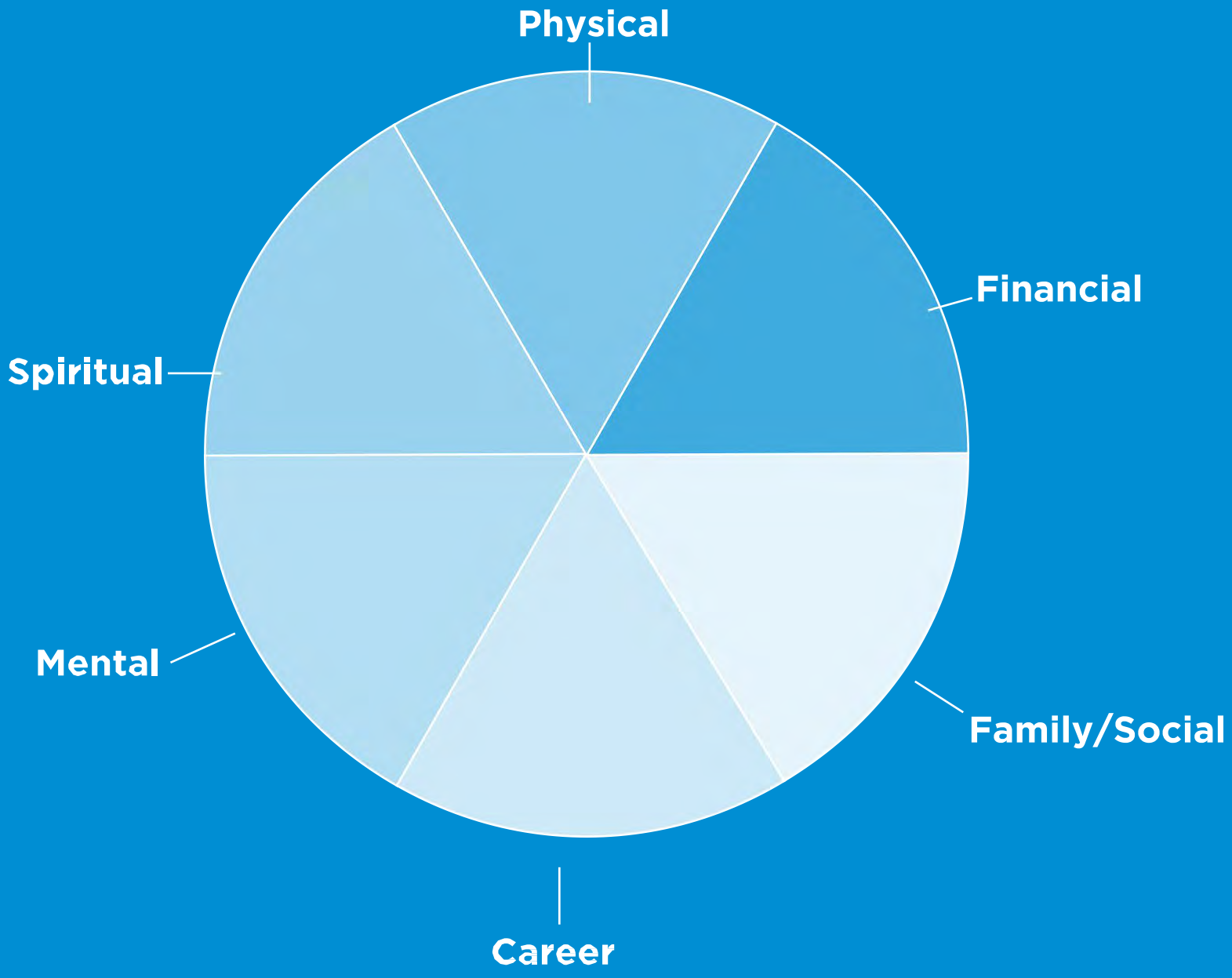
BALANCE IN LIFE



ACTION 10: My Lifetime Goals

When you were a child, did you play with tops? A top is a saucer-shaped apparatus with a point on one end and a lever at the other. if you push the lever up and down, the top will spin. And with the right amount of pushing, the top will spin in perfect balance. Just like tops, life needs balance, which goal setting can help you achieve.

As described earlier, **GoalPower** focuses on six major goal categories, which include most areas of life, although adding others is a possibility. The different areas provide focus and balance. Goals may overlap into various categories, and others may require more attention. For example, you might spend more effort in the Family/social category than the physical. Furthermore, there are recreational activities that you can do with your family to simultaneously get exercise. By having goals in different areas, you will achieve more balance.

We have all heard stories of the rising star who dies from alcoholism. Or, the business tycoon who's on his fifth or sixth marriage. The media is full of stories about people who sacrifice everything for fame and fortune. Just as a toy top will tumble if you bump it, life requires the same balance. Neglecting areas of your life can lead to excess stress, so why not create balance? By doing so, you might just achieve a more satisfying life. Proactively set goals at home and review them with significant others. At work take the initiative to review them with their boss.

Now, let's set specific goals!

"So, when you talk about believing in yourself, you must think of yourself as big, able to stand up to whatever crisis may come, meet it head on, and manage it. Become a believer and go out with all faith, and there isn't anything you can't overcome, anything you can't do. Think big. Act big. Believe big. Your life will be great, wonderful, happy, satisfying, glorious."

- DR. Norman Vincent Peale

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ACTION EXERCISE 10: PART I - MY PURPOSE

1. What are 2-3 things you could do professionally or personally that would have the most impact on your life?

2. What kind of person do you want to be?

3. What activities in life are the most valuable or important to you?

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4. How can you best contribute to your world?

5. Write a short mission statement, a purpose about your life. Use your thoughts previous exercises and above to help you. A mission becomes your personal standard of living. For example: *to make a positive difference in the lives of others.*

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ACTION EXERCISE 10: PART II - WHAT I WANT TO BE, DO OR HAVE!

Your mission statement is a compass to guide your goal setting, So that you have direction as you set proper goals. Follow the steps below as you write your goals and plans on the next few pages.

1. Review your most important dreams and the priorities you starred (*) in previous exercises. What can you learn from these?

2. Take thirty-sixty minutes to *write down your* goals for all categories. *Use the space below on page. 50 or use additional paper do it on your computer.* Write at least one goal for each of the six categories. Note that goals often include multiple steps. What can you do in six months, one year, or three years that will help you obtain a long-range goal? Remember to make your goals **SMART:**
   - Specific
   - Measurable
   - Attainable
   - Relevant
   - Time-bound

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For example, a SMART goal isn't "I want to be happy," or "I want success." A SMART goal focuses on aspects of the above:

- I am achieving a college degree in business in four years from UCLA.
- I am receiving a promotion in two years to Vice President at ABC Company.
- I am earning a salary of $150,000 this year.

3. Take a deep breath and relax.
4. Place a star by two to three of your most important goals.
5. Review your list of goals. If all your goals are long term, you might be putting things off until someday; and that someday might never come. And if you expect to accomplish every goal in six months, you might have unrealistic expectations. Adjust your timelines if you need to. Finally, what would your emotions be if you achieved your goals (relief? happiness?)? Document your feelings below.

6. Ask yourself: Am I excited about my goals? If you are, congratulations! If you aren't, review them and rewrite them until you're excited about them. For your goals to be motivational, they need to be your own- not your parents, spouses, or supervisors.
7. Reward yourself! Celebrate! According research, only three percent of people have documented goals. This group achieves more career and financial success than any other group.

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To laugh is to risk appearing the fool. To weep is to risk appearing sentimental.
To reach out for another is to risk involvement.
To expose feelings is to risk exposing your true self.
To place your ideas and dreams before a crowd is to risk their loss.
To love is to risk despair. To try is to risk failure.
But risk must be taken because the greatest hazard of life is to risk nothing.
The person who risks nothing, does nothing, and is nothing.
He may avoid suffering and sorrow, but he simply cannot learn, feel, change, grow, love, or live.
Chained by his certitudes, he is a slave.
He has forfeited his freedom.
Only a person who risks is free.

- Author Unknown

MY LIFETIME GOALS

- Short-range goals: one year or less.
- Long-term goals: more than one year.

PERSONAL GOALS	PROFESSIONAL GOALS
short-range	short-range
PERSONAL GOALS	**PROFESSIONAL GOALS**
long-term	long-term

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HOW AM I GOING TO GET THERE?
Do it now!
HOW AM I GOING TO GET THERE?

The third step requires addressing a fateful question: How am i going to get there? The answer? Do it now! Act today! All the action exercises specifically focus on helping you to act and do something positive to implement your plans beautifully!

Remember, success is a journey not a destination. Success involves your attitudes, feelings, values, and beliefs. It is not a cookie-cutter, once-in-a-lifetime idea. It's personal, unique and individual. Just ask one hundred people to define success, and you will get varied and uncommon answers. Therefore, as you define it, keep the following ideas in mind:

- State of being
- Support
- System

STATE OF BEING

Suzy stood in front of her kindergarten class for show-and-tell and declared, *"Today, I'm not here to talk about a pet, a book, or a story. I am here to tell you about someone i consider quite fascinating - myself."* Suzy believed in herself!

Success means the progressive realization of a predetermined goal. Could real success also be the belief that you are already an important and worthy person? Success is a state of being, something that enables everything else to fall into place. Ralph Waldo Emerson wrote, ***"Self-esteem is the first step to success."***

SUPPORT

People are social by nature- people need others. What would life be like without your spouse, family, friends or co-workers? Probably not as meaningful or fulfilling.

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The people around you are important. Their support will help you. Success requires support. Often professional teams with hordes of talent fail to win when players don't operate as a team. Share your goals with others you can trust to build you up and not tear you down. And do the same for them. Motivator Bob Conklin stated this often, "***To get everything in life you want, give enough other people what they want."*** Research indicates that relationships with others and self-acceptance are critical to success. Daniel Goleman is a psychologist who studies the importance of emotional intelligence. He argues that personal competence (self-mastery) and social competence (people skills) are vital to our success in our personal and professional lives.

SYSTEM

GoalPower is a system. Successful people have the system mastered. Closely observe the people you consider successful and happy. You will notice certain characteristics about them. Studies reveal that extraordinarily successful people are:

- Self-confident believers
- Dreamers and goal setters
- Action-oriented and persistent
- Helpful and cooperative with others

Success is not a result of magic. Despite popular opinion, define success by who you are not what you have. Becoming successful at whatever it is-takes work. The only place that success comes before work is in the dictionary. The rewards are plentiful - a better life awaits you!

"Success is a journey not a destination. Success involves your attitudes, feelings, values, and beliefs. It is not a cookie-cutter, once-in-a-lifetime approach or idea. It's personal, unique, and individual. Just ask one hundred people to define success, and you will get varied and contrary answers."

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ACTION 11: Effective Goal Planning

Bill Klampe said, *"A goal without an action plan is a joke."* The truth is goals become reality when you act on them. Anything worth achieving requires action. ***"The great end in life is not knowledge but action,"*** declared Thomas Henry Huxley.

Effective planning involves recording a specific, realistic goal. Then, organize your goals into bite-size steps action steps. The first step is the most important since it's your starting point. The most common reason people do not reach their goal is that they fail to begin. Remember, ***the journey of a thousand miles begins with the first step.***

After breaking down the goal and taking your first step, you must continue to follow through. Just as you would not get into a car and expect to go anywhere without putting the car in gear and stepping on the gas. Similarly, you should not expect your goals to actualize without acting on them.

Also, effective planning involves reviewing your progress. each time you take a step, it is important to evaluate your results, so that you learn from your experience. Close the gap with success by:

G – writing the goal
A – establishing Action steps
P – proactively reviewing progress

Each of your goals will not require detailed plans. For example, let's say your goal was to buy a puppy for a family pet. By talking with your family, you can determine the type of puppy you want. Then, you could decide how much you wanted to spend. And finally, you might purchase the puppy from a pet store, through a newspaper advertisement, or from the humane society. Although you could write this process down, it might be simpler to just think through it. Other goals are more complex and require details. For example:

GOAL	ACTION STEPS	PROGRESS/RESULTS
By this fall, I will be promoted to Regional Sales Representative.	a. Make 3-5 calls each day. b. Open 2-3 new accounts. c. Write a proposal for a new advertising idea by April.	a. Each extra call has increased my income by $25 per week. b. Opened six new accounts by March 30th. c. First draft completed.

More attention, money, and effort will be necessary for complex goals. On the next three pages, apply these planning skills to your goals. If you need more space, feel free to copy one of the pages.

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ACTION EXERCISE 11: GOALPOWER PLANNING

OVERALL, PURPOSE STATEMENT:	
GOAL:	
ACTION STEPS **1.** **2.** **3.** **4.** **5.** **6.** **7.** **8.** **9.** **10.** **11.**	**TIMELINE**
PROGRESS REVIEW:	

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OVERALL, PURPOSE STATEMENT:	
GOAL:	
ACTION STEPS **1.** **2.** **3.** **4.** **5.** **6.** **7.** **8.** **9.** **10.** **11.**	**TIMELINE**
PROGRESS REVIEW:	

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OVERALL, PURPOSE STATEMENT:	
GOAL:	
ACTION STEPS **1.** **2.** **3.** **4.** **5.** **6.** **7.** **8.** **9.** **10.** **11.**	**TIMELINE**
PROGRESS REVIEW:	

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ACTION 12: How to Manage Resistance

Resistance is part of the way life works. Everyone will face resistance. Airplanes can't fly without the resistance of the air. A seed can't grow without the resistance of the soil for support. Muscles will ache as they resist weightlifting, but tension creates strength and growth. And children can learn from discipline and mistakes. In fact, a minister suggested to his congregation that resistance (also known as problems, adversity, or obstacles) in our lives helps us to learn and to become all we can be.

Be prepared because sometimes when you set a goal, all that could go wrong, just might. On the other hand, all that could go right, just might as well. Resistance has a bad rep. Consequently, people try to avoid it or ignore it. So, is it really that surprising that very few people set and achieve goals?

The truth is that resistance doesn't need to be good or bad. Rather, it can be information that tells you what you need to do to move ahead. For example, when children cry, you know they need attention in one way or the other, through affection, food, or sleep. The key is not the crying itself - it is the purpose behind the crying that counts.

EXTERNAL

People and situations outside of yourself.

- "You're a loser."
- "You'll never amount to anything."
- "You can't do it."
- "You're too busy to even try."
- "You're not as good as others."
- The economy is bad; jobs are scarce.

INTERNAL

From within yourself.

- "I can't do it."
- "I don't want to be rejected."
- "I don't have an education."
- "I don't have the talent."
- "I don't fit in because I look and talk different than everyone else does."

You can manage resistance and use it to your advantage by following these three steps:

1 - RECOGNIZE

Don't ignore resistance. When you are with others, be explicit about what you hear them saying. For example, you could explain, "I understand you to say..." During times of situational resistance, take the time to learn more about it. When you experience internal resistance, admit to yourself what you are thinking. An example might be, "I am feeling afraid to act." Naming something helps you identify what to address.

2 - RELATE

Don't label the resistance good or bad. Just decide to learn or relearn what you need to. Problems and adversity are often the greatest teachers. Be patient with yourself and the process and read between the lines to understand what you need to.

3 - RESPOND

Do something! Minimize resistance by acting on the issue. So, make that first move. Resistance will always be present, so make it work for you by following the above steps. For external resistance, seek further training to develop skills that will make you more competitive in a poor job market. For internal resistance, focus on your strengths or find mentors to help you channel your energy.

The key is perseverance. Every coin has two sides. Problems are challenges, and adversities are possibilities. The other side of a no is a yes. The difference between success and failure is often quite small. Yet, the common reaction for most people is to quit as soon as the first problem emerges. But, when you have persistence during resistance, you will be even more successful!

"Nothing in the world can take the place of persistence. Talent will not; nothing is more commonplace than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent..."

- CALVIN COOLIDGE

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ACTION EXERCISE 12: RESISTANCE

Write down the resistance you experience externally and internally. Discover what you can learn and how you can move forward.

Example:

RESISTANCE	WHAT CAN I LEARN OR RELEARN? HOW CAN I MOVE FORWARD?
• Anxiety over a presentation at work. • I'm afraid I'll look bad, and that the committee won't like my ideas.	• Prepare thoroughly. • Assess my ideas on others. • Visualize a successful presentation.

INTERNAL RESISTANCE

1.

2.

3.

EXTERNAL RESISTANCE

4.

5.

6.

"Obstacles are the things we see when we lose sight of our goals."

-Lee Burgland

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ACTION 13: Time Management Ideas

People are better at managing themselves than they are at managing their time. Everybody has the same amount of time in each day-24 hours or 1,440 minutes. Unfortunately, if you are ahead of schedule on any given day, you cannot carry the excess hours into the next day. So, you either use it or lose it. Ben Franklin said, ***"Does thou love life? then do not squander time, for that is the stuff life is made of."***

TIME-MANAGEMENT IDEAS

1. Handle paperwork once. Decide with each piece of paperwork. Use it; touch it, read it once.

2. Make a daily to-do list. In the morning or the evening, write down six things you need to do. Then, always do the most important thing first, without worrying about completing the list. Also, keep a list of projects you can't do immediately, so that you get to them eventually. How many times have you had an idea, but forgot about it because you didn't write it down? An adage suggests***, "It isn't important unless you write it down."***

3. Follow a schedule. Interruptions, routine tasks, and previous commitments can fill an entire day, which leaves you little time for the important goals you might have. So, plan and use a calendar to give yourself time to pursue your dreams. set aside time for yourself and priorities.

4. Make alone time. Everyone needs relaxation. Find time in the morning, afternoon, or evening that works best for you to enjoy some solitude. Thirty minutes might be all you need. Use this time to think, relax, or plan.

5. Do it now! At one time or another, most of us have procrastinated, putting things off till later. But the more you leave undone, the more distracted your thoughts become you'll think about those leftovers. Those thoughts interfere with your current activities. This limits and derails your effectiveness in current or future efforts. By completing a goal, task or action step, you create momentum for your next action.

6. Value your time. your time and your goals are important. Limit interruptions. Learn when to say no. And be intentional about respecting other people's time; in return, they will respect yours.

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7. Leave certain tasks undone. Some people want to do it all, so that they feel satisfied. But some tasks are just not important, such as redecorating the attic, reading every magazine from cover to cover, or ironing your socks. Seriously, focus on what's most important, and leave the other tasks undone.

8. Call time out. In our fast-paced, technologically driven society, there's a tendency to feel the need to go 100 mph. But there is a time and a place to take a break and do nothing. This will allow you the opportunity to relax, so that you can enjoy life and decrease the stress of our fast-paced world. So, why not just sit and think, or take a walk, or call a friend?

9. Ask yourself: ***"What's the best use of my time right now?"*** Alan Lakein, a consultant of time management and life goals, poses this question. You can accomplish a great deal if you address your top priority at any given point. Instead, most people spend 80 percent of their time on trivial matters and 20 percent on critical matters. Answering the above question can help you tackle the vital things.

10. Analyze your use of time. You either invest your time in high-payoff activities, or you spend it in ways that don't elicit any return. For example, time spent exercising returns good health. Watching TV does not.

11. Quality, not just quantity. Too often, people rush to get things done. They get organized and see results. Yet they still feel overwhelmed and unsatisfied. Remind yourself of the important things in life. Invest in relationships, not just ROI; in beauty, not bridges; in generosity, not greed; in love, not ladder building; and in quality of life, not just quantity of accomplishments.

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ACTION EXERCISE 13: TIME-MANAGEMENT TECHNIQUES

To experience more positive results in your life, complete this two-part exercise. identify the time robbers you face. then, identify three-time management techniques you will utilize to help yourself.

PART 1: TIME ROBBERS (EX. PHONE INTERRUPTIONS)	
1. 2. 3. 4. 5. 6.	
PART 2: TIME TECHNIQUES	
TIME TECHNIQUES	HELP IT WILL OFFER
1. 2. 3.	

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ACTION 14: Proven Ways to Self-mastery

In the space next to each word below, write the first word or thought that comes to mind. This is not a test, so there is no right or wrong answer. Remember to write down your immediate response; don't take a lot of time doing this.

THE WORD	YOUR IMMEDIATE RESPONSE
1. flower	1.
2. Boy	2.
3. over	3.
4. fast	4.
5. one	5.
6. up	6.
7. white	7.
8. a number between 1-10	8.
9. a color	9.
10. President…	10.

Although there are thousands of answers, people tend to say the same things because people are creatures of habit. This is why the answers below are the most common answers given. People learn how to react in various situations, so they continue to react that way. People do what they've always done. That is why people say things such as:

- You can't teach new tricks to an old dog.
- I've never been able to do that.
- I've always had a problem with it.
- I mess things up every time.

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But habits change once you see yourself in new, positive ways. you are on your way!

Answers

1. rose
2. girl
3. under
4. slow
5. two
6. down
7. black
8. five
9. red
10. Trump

In this next action, you will learn basic techniques that have helped others achieve goals. Thousands of people have used these techniques to develop new patterns of habits, to create new ways of achieving happiness and success, to reduce stress, and to help them stay focused on their goal. See the techniques outlined and defined below. As resistance emerges in your life, these techniques will become invaluable aids to help you stay on the path of success.

These ***GoalPower*** techniques are affirmations, visualizations, and *Belief Power Time*.

♦ How AM I Going to Get There?

"Slow me down, O Creator.
Ease the pounding of my heart
be the quieting of my mind.
Steady my hurried pace
with a vision of the eternal reach of time.
Give me, amidst the confusion of my day,

the calmness of the everlasting hills.
Break the tension of my nerves
with the soothing music of the singing streams that live in my memory.
Help me to know the magic restoring power of sleep.
Teach me the art of taking minute vacations of slowing down to look at a flower,
to chat with an old friend,
or make a new one,
to pet a stray dog,
to watch a spider build a web,
to smile at a child,
or to read a few lines from a good book.
Remind me each day
that the race is not always to the swift.
That there is more to life than increasing its speed.
Let me look upward Into the branches of the towering oak and know that it grew great and strong because it grew slowly and well.
Slow me down, O Creator,
and inspire me to send my roots deep
into the soil of life's enduring values.
That I may grow toward the stars
of my greater destiny."

-Anonymous

ACTION EXERCISE 14: PROVEN WAYS TO SELF-MASTERY

AFFIRMATIONS

DEFINITION:

Henry Ford said, ***"If you believe you can or can't, you're right."*** All people talk to themselves-it's called self-talk. It's done in your thinking, and eighty percent involves negative comments. However, affirmations are deliberate thoughts, declarations, images, or feelings that directed toward producing a desired result. Affirmations help you reprogram your mind. Affirmations are positive and often start with "I am."

EXAMPLES:

- I am a loving husband.
- My son and I have a close, enjoyable, and loving relationship.
- I am an excellent cook, and people enjoy my meals.
- I am joyful because I'm achieving my goals.
- I am in excellent physical shape.
- I have healthy lungs, and I am free of the desire to smoke cigarettes.

STEPS:

- Write one affirmation for each of the six goal categories. Feel free to add more to help you stay positive and focused.
- Get comfortable and relaxed. Take two or three deep breaths. Think of your goals individually. State your affirmations quietly.
- Repeat your affirmations at least three times a day. Say them when you think about them and when you feel down and depressed.
- Believe that affirmations are changing you now. It will take time (30-120 days) to change your old habits and to see new results. Be patient.

MY AFFIRMATIONS

1.
2.
3.
4.
5.
6.

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VISUALIZATIONS

DEFINITION:

We have already discussed this briefly, but to visualize is to mentally imagine the result of your goal. Carpenters use blueprints, advertisers use television, and a business uses a strategic plan. Picture your success, and you'll be closer to making it a reality.

STEPS:

- Get comfortable in a pleasant place. Close your eyes and think about your goals.
- Review your goals in each of the six-goal categories.
- Picture a movie playing in your mind. the title is, "Success in Achieving My Goals."
- Take note of your feelings at the time of success. Mentally notice images, scents, sounds, or other details.
- Repeat your affirmations with enthusiasm and excitement.
- Close with a thank you.

in the space below, describe your visualization. include minute details and specific memories as possible.

VISUALIZING SUCCESS IN ACHIEVING MY GOAL

1.

2.

3.

4.

5.

6.

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BELIEF OVER TIME

DEFINITION:

Lin Yutang, a Chinese teacher, once said, ***"So much restlessness is due to the fact that one does not know what one wants, or wants too many things, or perhaps wants to be somebody else or to be anybody except oneself. There is courage in being one's genuine self, of standing alone and not wanting to be somebody else."*** Set aside time each day to review and remember your goals. Encourage yourself, motivate yourself, and get enthused and excited about the possibilities that life offers you.

STEPS:

- Find time to be alone each day. set aside 15-30 minutes in the early morning or late evening, and try to do it at the same time, every day.
- Read or listen to material that will put you in a receptive, peaceful mood. examples of material include the Bible, poetry, self-help books, classical music, or motivational tapes. Doing this creates an upbeat attitude and takes less than ten minutes.
- Consciously relax your whole body. Start with your toes, slowly moving upward toward your head. Breathe deeply and get comfortable. Meditate.
- Take three to four minutes to free your mind of all worries, fears, or doubts; appreciate your blessings; and pray or reflect upon the needs of others.
- Review your goals in your mind. Consciously visualize and expect positive results.
- Repeat your affirmations.

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THE POWERFUL FIRST STEP

By now, you know that taking the first step is essential if you hope to reach your goals. And unbelievably, incomplete tasks drain your energy because your thoughts linger on unfinished business. So, take the first step, and you will be on your way to less stress and more success.

- Make a list of the personal or professional projects you must complete. This could involve painting a room, changing your car's oil, writing a letter, cleaning the garage, finishing a report, or building kitchen cabinets.
- Next to each listed task, write down the first step you can take to finish the project.
- Plan the project's first step into your schedule.
- Each time you complete a step or project, cross it off your list.
- Reward yourself for the completion of a task or goal.
- Update your project list weekly to monthly. And then repeat!

"People were born to succeed, not fail."

- HENRY DAVID THOREAU

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ACTION 15: Personal Marketing

Early in my career, my boss taught me *to multiply my efforts through others.* The truth is that you are in business for yourself. You are your own corporation, So incorporate yourself! While everyone must accept personal accountability and responsibility for his or her own life, the help of others is also paramount.

A wise person said, ***"Two heads are better than one, and a triple-braided cord is not easily broken."*** You can succeed alone, but you can multiply your success with the help of others. The key words are network, network, and network. In other words, make a consistent and relentless effort to make new friends and new connections. For example, the most successful salespeople get referrals through satisfied customers who provide the names of others who could use the salesperson's products or services.

Before you begin to expand your efforts to personally market yourself, consider the philosophy behind this story of mine. For five years, I worked for motivator and author Bob Conklin. He built two nice sized companies from scratch and authored multiple books and articles. His business philosophy was, ***"help other people become successful, and you'll be successful."*** First, you give - then you get. Personal marketing is not a selfish process. The goal is to help your friends and colleagues achieve their goals. In return, they will be more willing and happier to assist you.

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ACTION EXERCISE 15: PERSONAL MARKETING

On the following page, identify 20 people you know that you can help and explain how you could help them. Then, identify how they might be able to help you. Remember, give selflessly and at the appropriate time, ask for assistance and support. now, Start now, and act!

NAMES	WAYS TO HELP	ASSISTANCE TO YOU
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		
19.		
20.		

WHAT DIFFERENCE DOES IT MAKE, REALLY?
Help Others Along the Way!

Who am I?
Where am I going with my life?
How am I going to get there?
What difference does it make, really?

These questions may feel like a teacher probing a high-school student for daydreaming or missing an assignment. The truth is these questions are critical to answer. If you hope to go higher, faster, and farther, it is essential that you know who you are and the difference you can make.

By design, the questions stir your imagination. So, that you can dream again and create real possibilities for a more abundant life — both personally and professionally. They are meant to help you reflect on your life, What it is and what it could be, in new and challenging ways.

You have examined yourself, set goals and moved yourself in a new direction. Even though you may not have found the clear-cut answers, searching for the answers and wrestling with the possibilities is all part of the process. The "right" answers aren't even part of this book, it's your response to the questions and your interaction with the process that have provided the answers for you. The questions are simply a catalyst.

Now, the last question is the most important. what difference does it make, really? After the thoughts, activities, questions, discussions, and soul work – it all comes down to answering the question: do you matter? Do you make a positive difference? Too often, people just exist in their life rather than live their life. They believe they don't matter, so they lock themselves up with rigorous limitations. I'm nobody. I'm unimportant. Is this all there is? I don't count. I can't do it. But someone once said, ***"You are part of the world, take the risk of living! So, start now - start living!"***

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At one point, the ***"poor me"*** syndrome shackles the minds of the best of us. Consequently, we don't participate in the things that might help us live with joy. I came across a poem that served as a wake-up call when I was suffering from the "poor-me" syndrome.

LORD, FORGIVE ME WHEN I WHINE

Today upon a bus, I saw a lovely girl with golden hair,
I envied her, she seemed so gay, and I wished i were as fair.
When suddenly she rose to leave, I saw her hobble
down the aisle, she had one leg and wore a crutch, but
as she passed— a smile.
Oh God, forgive me when I
whine, I have two legs—the world
is mine.

I stopped to buy some candy; the lad who sold it had such charm,
I talked with him; he seemed so glad. if I were late, it would do no harm.
And as I left he said to me, "I thank you; you've been so kind.
It's nice to talk to folks like you, you see," he said, "I'm blind."
Oh God, forgive me when I whine,
I have two eyes—the world is mine.

Later, while walking down the street, I saw a child with eyes of blue,
he stood and watched the others play; he did not know what to do.
I stopped a moment then I said, "Why don't you join the others dear?"
He looked ahead without a word and then I knew he couldn't hear.
Oh God, forgive me when I whine,
I have two ears—the world is mine.

With feet to take me where I go, with eyes to see the sunset glow,
with ears to hear what I know.
Oh God, forgive me when I
whine,
I'm blessed indeed—the world is mine.

-UNKNOWN AUTHOR

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YOU DO MAKE A POSTIVE DIFFERENCE!

So, what do you want in life? Happiness? Success? Adventure? Health? Friends? Financial independence? The degree to which you get what you want in life depends on how you experience life. If you put two people in the same situation, each will explain it differently. One might say it was horrible, while the other shares their excitement over the thrilling adventure. Why is it that two children from the same family, with the same education, achieve different things? One may become an executive in the business world, while the other succumbs to the disease of alcoholism.

Those that rise above their circumstances, achieving extraordinary things, making a difference, are the individuals that choose life. People who choose life use ***GoalPower*** concepts, and they help others along the way!

The world is full of hurting people, so start today:

- Call a friend.
- Say “i love you” to loved ones.
- Go the extra mile at work.
- Assist a stranger in trouble.
- Perform a planned act of kindness.
- Help a neighbor.
- Volunteer to help those in need.
- Donate to a charitable group.

The list could go on forever. Make it your list. Remember these words by Samuel Smiles, ***“It’s an amazing thing in life - when you help others, you help yourself.” Isn’t one of the greatest joys in life helping others?***

On a hill, a prophet stood before his followers. As he slowly walked down the hill toward them, he declared, “I quit.” His followers were aghast. They cried out that he couldn’t quit, they loved and needed him; they would do anything for him. The prophet replied, “I’ll stay on the job if you do one thing.” And in unison, they shouted, “ANYTHING!” So, the prophet challenged them, “Live life with joy.” The people were instantly bewildered and devastated. They thought it was too hard, so they put their heads down and walked away.

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ACTION 16: Making A Difference

Each moment of every day, we all determine the difference we'll make with what we say, think, or do. We are either making a world of difference, or we're choosing to pretend we don't. We are either living abundantly, or we're suppressing life's potential. How do you know which choice you're making? Author Dr. Wayne Dyer suggests that if you're making a difference, you'll live life with ***"no sense of time passing."***

So, we must make sure that life counts for something and really matters, wouldn't you agree? It's usually all about our impact on others. We must make sure that we're not climbing the ladder of success, only to find it's leaning against the wrong wall - what a waste of time!

Near the end of his career, Babe Ruth made enough errors in an inning to allow five Cincinnati Reds the chance to score. The aging star's skills weren't what they once had been. As he slowly jogged off the field, the crowd was merciless. They booed, hissed, tossed things onto the field, and yelled obscene comments. The negative noise shook the stadium.

Suddenly, a little boy with tears in his eyes jumped onto the field, ran up to the Bambino, his hero, and hugged Ruth's spindly legs. Babe Ruth bent down, picked up the boy, wiped tears from his eyes, hugged him, and helped him back into the stands. The crowd became deathly quiet. They must have realized they had misjudged Ruth because within seconds, the crowd stood and gave him a thunderous standing ovation. At that moment, neither his glorious homeruns of his past nor his present dismal failures mattered to the crowd. Instead, they noticed that regardless of the situation on the field or the crowd's negativism, this man could still care for a little boy.

At the end of the day, when the dust settles, the people that surround us are what count. So, did you help or hinder? Compliment or criticize? Give or take? Love or hate?

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ACTION EXERCISE 16: MAKING A DIFFERENCE

This action reminds you to make a positive impact on the areas that matter the most.

Part 1

HAVE YOU EVER...? (CHECK ALL THAT APPLY)	
☐ comforted a family member?	☐ sent a card to someone who was ill?
☐ helped a stranger in need?	☐ hugged a friend or relative?
☐ listened to a troubled friend?	☐ watched a bird fly?
☐ given money to someone in need?	☐ marveled at a rainbow?
☐ donated your time to a needy cause?	☐ supported a cause you believed in?
☐ told someone special you love them?	☐ stared at the stars or a full moon?
☐ made a child laugh?	☐ observed a beautiful sunset?
☐ made a snow angel?	☐ watched the snow fall?
☐ listened to the crickets at night?	☐ deeply breathed in fresh air?

Part 2

DO YOU...? (CHECK ALL THAT APPLY)	
☐ love someone?	☐ have faith in God?
☐ like your job?	☐ take the time to learn new things?
☐ dream about your future?	☐ exercise and eat healthy?
☐ enjoy visiting with your friends?	☐ hurt when you hear a baby cry?
☐ like to eat a fine dinner out?	☐ relax?
☐ laugh hysterically sometimes?	☐ write letters?
☐ pray or meditate?	☐ hug those you love?
☐ cry during sad movies?	☐ have a hobby?
☐ share with the needy?	☐ believe in yourself?

Do any or all of these matter in your life or the lives of others?

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ACTION 17: Added Value

Great customer service is crucial to business success because it creates customer loyalty. Dr. Leonard Berry outlined five key factors that contribute to excellent customer service. The **RATER** factors are described below. You can also apply them to your personal and professional life. Exceptional employees go the extra mile and deliver outstanding service to internal and external customers. By improving in these areas, you amplify the value of yourself, your relationships with others, and your ultimate success.

reliability
In what areas, personal or professional, can I improve the way I follow through on commitments?

assurance
How can I increase my job knowledge? How can I improve my relationships with my family and friends?

tangibles
What can I do to add value to my company's image? How can I improve my health and personal appearance?

empathy
What personal skills can I improve? How can I serve and understand others better?

responsiveness
What can I do to deal with problems more effectively? How can I help others more?

"The greatest enemy of excellence is good."
-Zig Ziglar

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ACTION EXERCISE 17: ADDED VALUE

In this action exercise, with the **RATER** factors, outline how you can add value to your personal and professional life.

	PERSONAL LIFE	PROFESSIONAL LIFE
RELIABILITY		
ASSURANCE		
TANGIBLES		
EMPATHY		
RESPONSIVENESS		

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ACTION 18: Getting Along with Others

A motivational speaker challenged his audience: *"Is there anyone here that can't get along with others? If so, please stand up." No one stood. The speaker issued the challenge again. After a couple of minutes of dead silence one man stood in the back. The speaker moved forward on the stage and asked, "Sir, you mean to tell me you can't get along with others?" The man replied, "Sure i can, but i felt sorry for you standing up there alone!"*

Everyone believes they can have a good relationship with others. Unfortunately, the world and local news beg to differ. The stage of the world shows constant struggles and distant wars between and within nations. Too often, the media is the spotlight for highlighting crime, family turmoil, gang battles, school violence, and political bickering. So, are people really getting along?

Through research, Daniel Goleman identified empathy as the most important characteristic for social competence and people skills in career success. Empathy is the awareness of others' feelings, needs, and concerns. In addition, it relates to social skills and adeptness at inducing desirable responses in others. Employees who learn to adapt and relate most effectively with other people move forward faster in their careers than others.

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ACTION EXERCISE 18: GETTING ALONG WITH OTHERS

This next exercise summarizes key elements that describe social competence. Assess yourself in each area and make a commitment to effectively develop your skills in all areas. After all, your ability to get along with others makes a positive difference, doesn't it?

Rate yourself on your ***people skills*** to the degree you engage in the following behaviors. 1 = very infrequently; 5 = very frequently.

1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	Listening to others.
1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	Understanding others' needs.
1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	Helping others Based on their needs.
1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	Offering others useful feedback.
1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	Recognizing the positive contributions of others.
1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	Being willing to coach or mentor others.
1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	Providing excellent customer service.
1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	Valuing the diversity of others.
1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	Challenging biases and prejudices toward others.
1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	Treating all people with respect and dignity.
1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	Acknowledging positive differences that affect relationships.

NOTE: While your rating is based on your self-perception, it is a starting place for growth. Be open to doing a better job. Star (*) three of the above areas that you are committed to developing more positive approaches.

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ACTION 19: Communicating Effectively

A researcher asked Fortune 500 CEOs to identify the #1 skill responsible for their success. The majority responded that it was their ability to communicate. In addition, the researcher asked employees of the same companies what needed to improve the most in their organizations. The most common response was communication.

What do we have here?

A gap in perception. successful people — leaders and employees — close the gap and are excellent communicators. The fundamental communication skill is the ability and willingness to listen. Listening is the highest form of courtesy and respect. Too often, our society values excellent speakers, not the listener. Yet, by the millions, people pay significant sums of money to those who will listen to them such as therapists, psychiatrists, and counselors.

A friend of mine, Rae, is a superstar listener. Within five minutes of meeting her, you might claim her to be your long-lost best friend. She is innately attentive to people. Learn to listen - really listen - to others.

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ACTION EXERCISE 19: COMMUNICATING EFFECTIVELY

Rate yourself from 1 to 5 on each item. 1 = very infrequently; 5 = very frequently.

_____ Do you want to listen?
_____ Do you put what you are doing out of sight and out of mind?
_____ Do you make eye contact?
_____ Do you ignore or eliminate distractions?
_____ Do you smile, nod, ask questions, and encourage the person to talk?
_____ Do you think about what you will say when another person finishes talking?
_____ Do you try to understand what the other person means through clarification?
_____ Do you try to determine why the person is expressing what they are sharing?
_____ Do you let the other person finish what he/she is trying to say?
_____ Do you encourage one to continue talking when he/she hesitates?
_____ Do you withhold judgment about the topic until the person stops talking?
_____ Do you listen regardless of the person's skill or manner of speaking?
_____ Do you listen even when you anticipate what the person is going to say?
_____ Do you ask added questions to ensure the person explains things thoroughly?
_____ Do you eliminate misunderstandings by asking what certain words mean?

Review your scores. what can you learn or relearn?

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ACTION 20: Personal Ethics

"Leadership Challenge," a book by Kouzes and Posner, identifies the characteristics and behaviors of top leaders. In 1987, the authors interviewed managers around the world. Kouzes and Posner asked managers, *"What characteristic is the most important to you in a leader?"* 83 percent responded, "honesty." In 1995, the authors replicated the study, and 88 percent responded, "honesty." And when you scan leaders across vocations, you can see that all our institutions - government, corporate, academic, and religious point to a credibility gap.

Honesty, integrity, and ethics are in high demand today! Doing business the right way is becoming more important than being the best. After all, dishonesty affects the trust in your relationships and erodes the foundation of your inner conscience. Furthermore, Plato said, ***"To thine own self, be true,"*** because if you aren't honest with yourself, how can you expect to be with others?

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ACTION EXERCISE 20: PERSONAL ETHICS

Use this two-part exercise to help you live a life of integrity.

PART I

Describe a personal decision you are facing and use these questions as a method to help you make the right decision.

THE SITUATION:

WHAT IS LEGALLY RIGHT?

WHAT IS MORALLY RIGHT?

WHAT IS FAIR?

WHAT WOULD YOUR CONSCIENCE ACCEPT?

WHAT IS YOUR DECISION?

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PART II

Write a personal ethics statement. Use it as a guide for helping others and reaching your destinations safely and honestly.

MY PERSONAL ETHICS:

FAMILY:

FRIENDS:

CAREER:

COMMUNITY:

WORLD:

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ACTION 21: A Personal Growth Commitment

Sometimes, once we get going, it's easy to stay on track; other times, it's not so easy. Will Rogers might agree with this, considering he once said, *"If you're on the right track, you'll get run over if you just sit there."*

Obstacles and temptations to procrastinate are inevitable. This is a given, which is why we discussed how to overcome these episodes during the action exercise on resistance. This action was one of the twenty previous exercises you have completed to build the momentum needed to stay on course. This last exercise adds one more strength builder.

A reporter asked George Allen, a famous NFL coach and former Director of the President's Council of Physical Fitness, about his secret to success. He answered, ***"Do one more."*** In other words, doing just a little bit more might be the only thing separating success from failure. That extra effort gives you the edge to keep and maintain an exceptional attitude.

Now, summarize what you have learned in each section of ***GoalPower*****,** and identify how you will apply the learning. Just for fun - ***do one more action exercise for personal and professional growth!***

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ACTION EXERCISE 21: A PERSONAL GROWTH COMMITMENT

Who am I? Someone to believe in! Believe In Yourself!

LEARNINGS	APPLICATIONS

Where am I going with my life? Somewhere exceptional with GoalPower! Engage GoalPower!

LEARNINGS	APPLICATIONS

How am I going to get there? By starting today-every day! Do It Now!

LEARNINGS	APPLICATIONS

What difference does it make, really? Too much to ignore! Help Others Along the Way!

LEARNINGS	APPLICATIONS

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I asked God for strength, that I might achieve.
I was made weak, that I might learn humbly to obey.

I asked for health, that I might do greater things.
I was given affirmity, that I might do better things.

I asked for riches, that I might be happy.
I was given poverty, that I might be wise.

I asked for power, that I might have the praise of men.
I was given weakness, that I might feel the need for God.

I asked for all things, that I might enjoy life.
I was given life, that I might enjoy all things.

I got nothing that I asked for,
But everything I had hoped for.

Almost despite myself, my unspoken prayers were answered.
I am, among all men, most richly blessed.

-UNKNOWN CONFEDERATE SOLDIER

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CONCLUSION
GoalPower & Your Success

John and Mary have been married for eight years, have two children, and always have lived in an apartment. Then one day, they finally set a goal to purchase a new home, even though they didn't have the money for a down payment. They started looking at houses, began to save money, and Mary took a part-time job. As interest rates decreased slightly, they also discovered that homes were less expensive twenty miles outside the city. So, within 18 months, they had their new home. Without the goal, they would never have purchased the home they'd dreamed of forever.

Jolene, a retail sales manager of a tire store, set a goal to become the store manager. Through persistence and hard work, she earned the promotion. Then she set two other goals, which were to have the #1 store in the district and to buy the store. With strategic sales plans, hard work, and creativity, she achieved both goals. Now, she is sharing her story with her own employees. Yes, that's right, Jolene is now the owner of her own tire and repair business.

John wanted to lose weight. He had tried various diets in the past, but this time he set a specific goal: to lose thirty pounds in one year. His plan included these steps:

- To eat three balanced meals a day that included fruits and vegetables.
- To limit her sugar intake and avoid snacks.
- To exercise three times a week for an hour (walk, run, bike or swim).
- To lose fifteen pounds in six months and to reward herself with a new dress.
- To take three-five minutes each day to imagine his new trim and fit figure.
- To take a vitamin supplement each day.

In one year, John lost more than thirty pounds and got a new job! His confidence changed, and he maintained his new weight.

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GOALPOWER WORKS!

Goal setting works! In fact, as you practice ***GoalPower's*** ideas and concepts, you will change. You may not achieve every single goal, but you will start to discover all you can be, have, and do. You will achieve more than you ever thought possible. Listed below are the main ideas of ***GoalPower.*** Hopefully, these points resonate with you now. As you use them repeatedly, their messages will become much more meaningful.

1. **Have a purpose.** You have a major purpose, which relates to loving and serving your family and friends.
2. **Write specific and realistic goals.** Most people have goals that are too broad or too general. Focus your goals on the results that you believe are possible.
3. **Create a plan.** Plans often consist of small, short-term goals. Keep things simple, not technical, and take the first step.
4. **Ask for support.** People need others. Get help from the people that will encourage and support you.
5. **Think of the goals you've already achieved.** Visualize and affirm yourself experiencing the success of your goals.
6. **Regularly review your goals and plans.** Read and reflect on your goals daily. Make changes if you need to. Review this resource repeatedly.
7. **Reward yourself and others.** When you achieve a goal, celebrate! Also, encourage and praise your family members in their own successes.
8. **Work on your communication, time-management, and personal skills.** Develop yourself and surround yourself with a network that can help you achieve success.

Always remember that you have the talents and abilities to do more than you think you can. Dr. Norman Vincent Peale said, ***"You can if you believe you can."*** As you strive toward success, your goals increase in value, and you increase in value. You will soon discover, or perhaps you have already discovered, the positive difference that goal setting can have on the life you lead. Success is a state of being. And it is readily available to you - right now!

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ONE STEP AT A TIME!

Congratulations! By reading ***GoalPower*** and doing the action exercises, you have taken the first step forward. You may be extremely excited or relieved that you've finally finished it. Most people tend to want to try it all at once, but why not take it one step at a time? Focus your energy on your priority goals, and in the next two weeks, take the first steps of your plan. I like to compare it to saying "hi" to a person you've always wanted to talk to but never have. After the first few words, the rest of the conversation seems to follow quite easily. Similarly, if you are successful in your first step, you are much more apt to take the next. Momentum will materialize.

Remember, not everything can or will go according to plan. Be prepared to rewrite goals, change plans, or adjust timelines. Compare the process to riding a bike. At first, you were scared and unsteady as you attempted to steer your way around. You fell five or six times, too. But, as you kept trying, your confidence and skill followed, and before you knew it, riding a bike became second nature. ***GoalPower*** works the same way. give it time, patience, and persistence. Your personal and professional success depends on it!

I have this dream that soars on golden wings,
I visualize your achievements and your legacy that sings.
i do not know all your goals or persistent efforts to raise
the bar, I only know that you are the best – a superstar!

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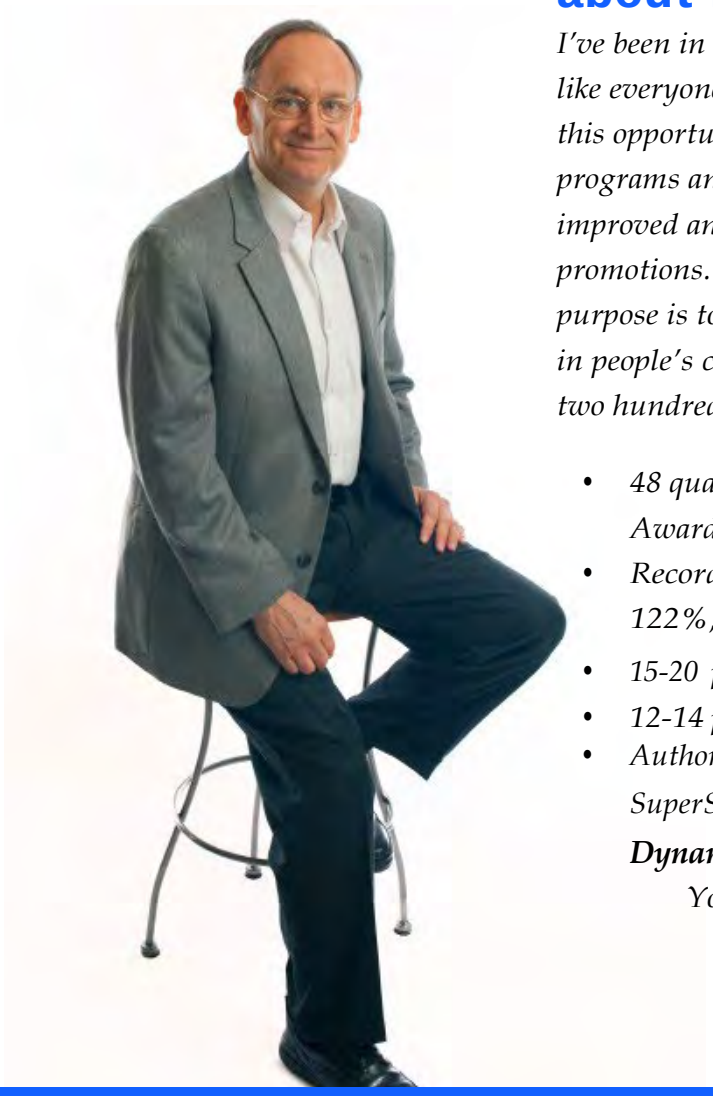
RICK CONLOW INTERNATIONAL

about rick conlow



I've been in your shoes; I wanted to succeed in life and my career just like everyone. The first company I worked for believed in training, with this opportunity and my desire to learn, I attended over 100 training programs and conferences in a little over fifteen years. My results improved and I moved from teaching and selling to executive, with five promotions. Eventually, I founded Rick Conlow International. Our purpose is to bring out the best in others and make a positive difference in people's careers. Throughout the years we have partnered with over two hundred fine companies and thousands of managers to achieve:

- *48 quality service awards including JD Power, Ford's President Award, and Canada's Consumers Choice Award.*
- *Record-breaking sales year after year: 30%, 48%, 52%, 75%, 122%, and 212% gains in sales.*
- *15-20 points on customer experience surveys,* ***and 50-95% NPS.***
- *12-14 points on employee engagement surveys,* ***and 50-84% eNPS.***
- *Author of 21 books, including the bestseller, The SuperSTAR Leadership Model,* ***and the newest one, The Dynamics of Servant Leadership.***

You can do this and more. Exceed your potential today!

POSITIVELY,

Rick Conlow

⇧ **8%**
Positive gains in retail sales growth

⇩ **57%**
Reduction in customer complaints

⇧ **5-7%**
Gains in transaction counts

⇧ **53%**
Improvement in sales

⇧ **75%**
Gains in sales to existing customers

48
Quality and customer service awards

Ford's President's Award

JD Power Award
for customer service

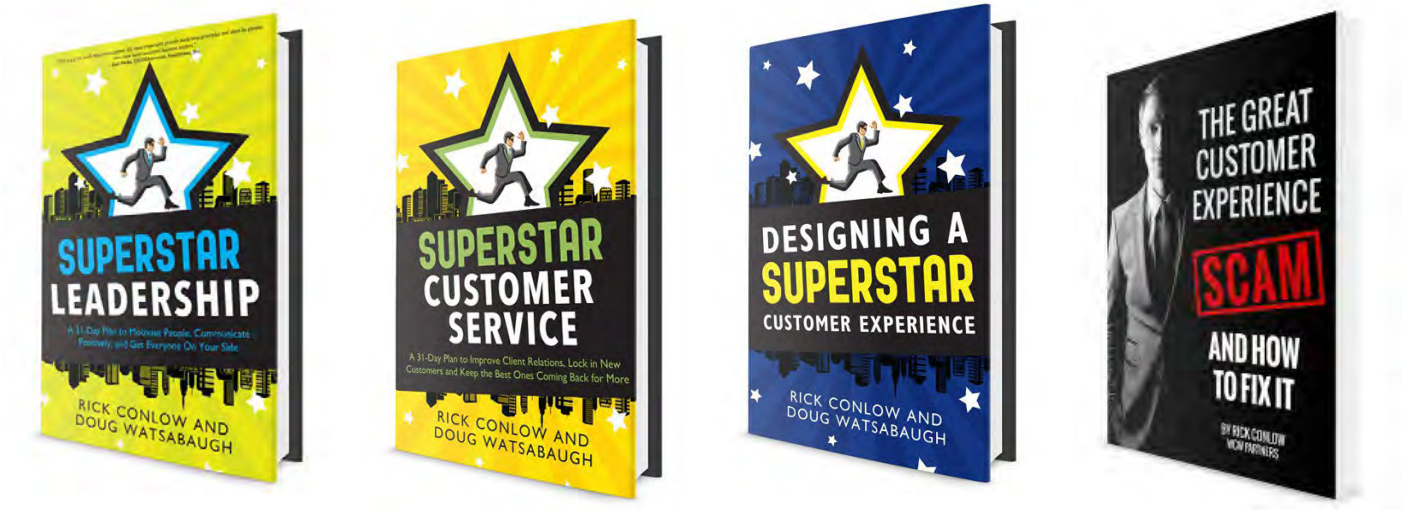
Canada's Consumer Choice Award

visit rick's website & blog!

website

RICK CONLOW'S
SUPERSTAR LEADERSHIP BLOG

read rick's customer experience resources!



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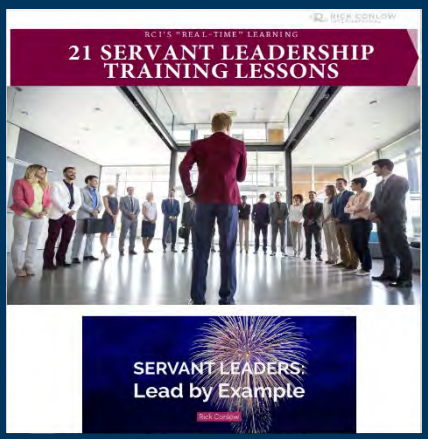

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