THE FIVE LAWS OF GOALPOWER

By Rick Conlow
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Scientist Albert Einstein was asked what advice he had for schools. He suggested students be given one hour a day to reflect upon the different ideas and theories they had been taught, so that students could form their own thoughts on the material.

In his book *Psycho-Cybernetics*, surgeon Dr. Maxwell Maltz explained that people have the ability to 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 a 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 with 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 in order to know your starting place - your launching pad to new destinations.

It's been said, "The unexamined life is not worth living."Do you have a purpose in mind?

As a seventeen-year-old young man, Terry Fox learned he had cancer in his leg. A few days after his eighteenth birthday, it was amputated. The night before the operation, Terry dreamt he was running across Canada. Shortly after surgery, Terry was fitted for an artificial limb. He started running across Canada with a purpose in mind, which was 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 thousands of people through his courage and purpose.

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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 help themselves**
- **To be an excellent husband/father or wife/mother**
- **To make a 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. A purpose is 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 different roles as a speaker, trainer 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 of 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?"

LAW #2: IDENTIFY WHAT YOU WANT

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 they can be measured 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 2013.**
  This is a specific goal with a specific timeline.

A realistic goal is one that you can believe in. If you made $30,000 in 2020, and set a goal to make $1 million by 2021, this is unrealistic goal setting in most cases. However, most people could believe in a goal of $40,000. 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 of these approaches can lead individuals to claim that goal setting does not work; so 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 take action. 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, they were given ten minutes to take action toward one of their goals. Afterward, they were asked what they learned and felt. They mentioned feeling excited, motivated and committed. Progress was made, letters were written, meetings were held, and plans were arranged. Essentially, the participants learned that taking the first step was necessary in order to get the process started, and that it could be done in a much shorter period of time than they had initially assumed.

Just as a tree isn't chopped down with one swing of an axe - a goal can't be accomplished with just a

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single step. The Chinese proverb claims, "The journey of 1,000 miles begins with the first step;" and in actuality, each step really does get you that much closer to accomplishing your goal.

As you prepare to take action, 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 - close friends or trusted family members are typically good choices. Invite them to share their own ideas on how to take action. After all, aren't two heads better than one? There are very few people, if any, that wouldn't benefit from the support of a few trusted confidants. Friends who support one another add a 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 145-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 take action 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 numerous 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 his 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.

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 goal, 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 final destination, even with detours along the way.

So when you're tempted to get frustrated with yourself when things go awry, instead focus

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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 goalsetting 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 mistakes and problems be entirely ignored, 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.

ABOUT RICK CONLOW

I've been in your shoes, I was a manager just like you may be now. I wanted to succeed just like everyone. Eventually, I co-founded WCW Partners, Inc. and Rick Conlow International (RCI). My purpose was to keep learning so I could make more of a positive difference. Throughout my years of dedication I achieved:

- *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%gains in sales.*
- *15-20 points on customer experience surveys.*
- *12-14 points on employee engagement surveys.*
- *Author of 20 books, including the best-seller, SuperSTAR Leadership.*

Exceed your leadership potential today, I'll show you how.

POSITIVELY,

Rick Conlow

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