

## ***A Worksheet to Set and Achieve Effective Personal or Business Goals***

**By: Eudora Adolph, Financial Growth Engineer, MBA**

### **Why is goal setting important?**

In a fabled Harvard University study, only 3% of Harvard students asked, set and wrote goals on a regular basis.

- 30 years later, 50 percent of the total net worth of the group was held by those 3%.
- A habit of setting and writing goals as students, then continuing to write goals and review them regularly, led to incredible success, other factors being equal.

***If you fail to plan, you plan to fail.***

Effective goals are measurable, specific, can be clearly envisioned, and are challenging yet realistic. Trackable goals are critical to achieving a strategic plan or any long-term set of objectives. Whether related to business performance and growth or personal achievement, it is much easier to reach any destination if you have a pre-determined map of how you intend to achieve an end result. Otherwise, you wander around aimlessly, never quite sure of where you're going, where you are, or where you've been and what it means to reaching your destination.

### **The Process... Start with quiet reflection and self-analysis. You're creating a mini-strategic plan.**

First, define who you or your business are by creating a mission statement that answers the following questions for either you or your business:

- You do WHAT
- For WHOM
- By HOW
- Because WHY

Next, develop a vision for what you want to be when you “grow up”, or what you would like your business to be in the long-term. Determine what life and business success mean for you and/or your company.

***Does YOUR vision give you a competitive EDGE?  
Is YOUR vision CLEAR or FUZZY?***

Second, define the path that will take you to where you want to go:

- Write out 1, 2, 5, and 10 year objectives.
- Define where you would like to be in each stage of your life under ideal conditions.
- Take inventory of where you are today. What are you starting with that will help you move forward? What key ingredients are missing from where you are currently?
- Start planning backwards from the endpoint. Create a clear view of what each stage looks like. Use pictures, a vision board, or whatever method works best for you, but picture in your mind and feel and smell what the endpoint will be like.

***When and if you can truly “see” it, you can achieve it.***

Third, develop specific goals or milestones to track progress as you work toward achieving your long-term objectives and vision.

In a nutshell, effective goals are:

- Clear, specific, and measurable.
- Truly desired.
- Clear reflectors of what is important for you to achieve in your life and career.
- Motivators to help you achieve your dreams.
- Self-confidence builders based on measured achievement of goals.

***"A goal properly set is a goal halfway reached."***  
***Zig Ziglar***

Here are a few tips from [www.Mindtools.com](http://www.Mindtools.com):

- State each goal as a positive statement.
- Be precise with dates, times and amounts so that you can measure achievement.
- Set priorities. Which ones are more important?
- Keep operational goals small to give more opportunities for reward. Derive today's goals from larger ones. Create sub-goals if necessary.
- Set performance goals so you have as much control as possible.
- Set realistic goals that can be attained, but provide room to grow.
- Do not set goals too low. People tend to do this where they are afraid of failure or lazy.
- **Write your goals down to make you accountable to them.**

Now, you need to continuously review and update your goals. **Keep your goals and your progress constantly visible. Review larger objectives and goals every week, and smaller, daily goals every morning.**

The only constants in business and life are:

- Change, change and more change.
- The competition will keep growing ever tougher and hungrier.
- There will never be enough time to do and try everything to get ahead. So, work SMART, stay focused, constantly re-prioritize, make sure you are always on track, and never lose sight of your long-term destination.

*Case Study: Every January 1<sup>st</sup>, millions vow to lose weight as their New Year's Resolution. Just saying you are going to lose weight does not work (as we have all probably experienced).*

What does work? Creating monthly and weekly weight goals, exercise plans, and eating targets are step one. These functional plans and guidelines become much more effective, however, when they are WRITTEN AND POSTED on the refrigerator every morning. This way they are seen and reviewed frequently. You now are accountable to what you have written and shown to others. When food and exercise habits and daily progress are tracked visibly and kept in clear sight, you will have a much higher likelihood of success! Thus it is with achieving any goal.

When you then add a "goal-buddy", an accountability partner, coach, friend, or team member who is committed to helping you reach your objectives, your likelihood of success goes up even more!

***Remember, if goals are not written, they don't count and are merely a wish!!***

***About the Author:***



**Eudora Adolph, Financial Growth Engineer, MBA**

***Making a Difference...***

My mission is to help my clients achieve greater success by providing and enabling solutions focused on long-term, financial retention for high net worth individuals, families and businesses. The scope and breadth of my background provides core strategic and financial experience that can truly assist my clients.

**Holistic, focused, functional, and smart business and personal development, planning and execution leads to greater personal success.**

I've learned that in business you only have two *real* assets: your reputation and your relationships. As an engineer, I learned the importance of detailed, analytical and creative problem solving. My career includes 12 years in technical automotive engineering and global project management roles at Automotive Tier I and Tier II suppliers. I spent four years in the IT consulting industry as a senior consultant and business development executive. In addition, I spent four years founding, raising capital, and managing an Internet e-commerce company—against all odds through the “Dot-com” boom and through the final downturn. I focused on bringing new technical concepts or products to market and full production to satisfy a market or customer need. **However, through my experiences as a global program manager, professor, executive and entrepreneur, I've learned that the most fulfilling career is one helping others reach their full potential.**

Having fought the entrepreneurial battle, I am always interested in helping others develop and succeed. Today, I serve as a Coach in the Great Lakes Venture Quest competition and developed 11 courses at Lawrence Technological University as an Adjunct Professor in Entrepreneurial Engineering, Technology Management, Business Development and International Business courses.

I hold a Bachelor of Science in Electrical Engineering from Kettering University (previously GMI) and a Master's of Business Administration from Indiana University. I also completed the Plant & Moran Executive Master's Forum in 1998 and am Securities and Insurance licensed.

**I look forward to helping you, your family and your business reach your financial goals — today and tomorrow. Remember, money is only a tool to help you achieve what you *really* want in life.**