

5 Step Success System

Step 2: Define What You Want

Sample Section

**Vision
and Goals
Power**

By Robert Greenshields

How to Get Whatever You Want in 5 Easy Steps



www.MindPowerMarketing.com

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Foreword

"If you want to be happy, set a goal that commands your thoughts, liberates your energy, and inspires your hopes."

Andrew Carnegie

However you define happiness or success – whether it's about living in a bigger house, earning more money, getting greater satisfaction or enjoying a better lifestyle – the most successful people know what they want and focus all their efforts on getting it.

The power of knowing where you want to go

Suppose you turned up at an airport check-in and said: "I want to go somewhere, but I don't know where." You'd not only get some pretty strange looks, the chances are you'll end up somewhere you don't want to be. Of course you might be lucky – but would you want to leave it to chance?

Well, it's like that in business and in life. If you don't have a clear idea of what you're going for, you're not likely to be happy with what you get. Without a clear sense of direction, you'll be unfocused and uncertain about what to do. You'll waste time on things that aren't necessary and spend money on things you don't need.

The power of vision

On the other hand, if you have a clear vision of what you want, you'll have a definite sense of direction which will help you make choices. In this module, we'll develop a clear picture of what you want to achieve in your business or your life so that you can dramatically improve your chances of being successful. The power of vision and goals works whether you're setting a long-term vision for your business or choosing your next car. Here are the steps we'll follow to help you do that:

- Discover the vital ingredients of a goal.
- Understand the psychology of goal setting.
- Harness the power of your values in getting your goals.
- Build on the five guidelines for setting a goal that you will achieve.
- Follow the 9-step process for creating your vision.

Once you are clear about what you want, the next step is turning it into action and that's what we'll be covering in the next steps.

1: The Vital Ingredients of a Goal

I'm sure, like many people, you've set goals in the past. But have your goals worked? Perhaps you find that they sometimes work but that other times they don't work.

Maybe the goals that didn't happen have put you off the whole idea of goal setting.

In this section, you'll discover a process that means you'll be able to:

- ❖ Set goals that are so clearly defined that you'll be able to hit them, spot on, every time.
- ❖ Follow it so easily that you can use it whenever you want.

This process will change your opinion of vision and goals for good. And, more important, it will transform your results.

The difference between goals and states

Many people say they've got goals. They say, "I want to be happy," or, "I want to be rich." They make that a goal. The problem is that these are not goals. These are states and there is a difference between goals and states.

Goals have clear outcomes. You know there is a specific result that you're going to get. States are much more vague and general. States are ambiguous, whereas goals or outcomes are specific.

With a state, you can write an affirmation. You can say, "I feel happy. I feel great." But with a goal, you need to specify exactly what you want.

With a state, you can have it now. If you say, "I want to be happy," there's no reason, other than your own negative thinking, why you can't have that goal of happiness now. But a goal has to be achieved over a period of time.

A state has no steps. It can happen right now, whereas a goal or an outcome would normally require a few steps that would take you time to achieve. In particular, you would need to have a step at the very end that would mean you'd actually achieved that goal.

States are infinite, whereas goals or outcomes are measurable. You know whether you've achieved a goal.

You can want a state for everyone but a goal has to be for yourself – even though others may share in the benefits.

State	Goal or Outcome
Ambiguous	Specific
Write affirmation	Write goals/outcomes
You can have it now	Time is involved
No steps	Steps needed to get there
Infinite	Measurable
Stated for self and/or others	Stated for self only

Different types of goal

Vision goals are the big exciting things that you want to achieve in your business and in your life. They are often further into the future – at least a year away, often three or five years – than milestone goals.

Although these are the really big goals, if you follow this process and set them effectively, you should be able to almost forget about them without worrying too much about how they will happen.

These are the goals that excite you and keep you motivated and you will probably have a relatively small number of them at any one time.

Milestone goals are more practical and in some ways more important. These drive you to take action and often follow from your vision goals. They are the steps you need to accomplish on the way to achieving your big goal.

This segment also typically includes one-off goals like your next new job or new car.

The dividing line between vision goals and milestone goals is not always clear. Sometimes a vision goal can become a milestone goal on the way to achieving a bigger vision.

For both types of goal, the rule to follow is: **Dream big, start small and act now!**

2: The Psychology of Goal Setting

Everybody is different

There are many ways of setting goals and there is a wide range of books and programs on the subject. As with many subjects, the reality is that the various approaches can deliver different results for different people.

For example, for some people it is essential for them to share their goal with friends, family or co-workers. For others, this would destroy the effectiveness of the goal.

Some like to make this a very formal process, whereas others benefit from making it more relaxed.

The answer is to find an approach that works for you and then follow it consistently.

But there is plenty evidence that successful people are outcome-driven – they know exactly what they want and they go for it. Following some sort of process for developing a clear vision and goals usually helps them achieve their objectives.

In this session, my aim is to keep it simple and make it practical, focusing on elements that have been shown to work consistently. You may prefer to add elements to this that make it work more effectively for you.

I've made it easy by providing exact steps to follow – without making it take over your life. I've provided the exact documents and steps that I use myself because I know that they work.

I'd recommend making some time to create your first goals and then come back to the process regularly as you see your results happening.

As with any process like this – where you need to get away from everyday thinking – it's often a good idea to go somewhere different to work on it. Whether it's a library, a coffee shop or a mountaintop!

And the secret is to spend enough time on the process to make the goals good ones – but also to remember that the best use of most of your time is taking action to make them happen!

How your unconscious mind helps you get your goals

Before we start getting into the process of setting goals, it's useful to understand the role that your unconscious mind plays in achieving your vision and goals. Choosing and setting your goals is a conscious process that requires some careful thought. But once you have set them, the process can happen almost unconsciously.

- First of all, your unconscious mind continually **seeks more and more for you**. It's never satisfied. It's always looking for higher levels of achievement. It's ambitious. It's pressing forward. So you can trust it to help you achieve your aim.
- Secondly, your unconscious mind is **symbolic**. That means that, for some people, creating an image or having a real image (like a photograph) of what you want makes it easier for your unconscious mind to relate to. So if it works for you, don't hesitate to draw pictures or use photographs that represent what you want.
- Your unconscious mind **takes everything personally**. So whatever you're thinking and whatever you hear, whatever environment you're in, whatever people you're around, will affect your unconscious mind. If people around you are saying things that are distracting you from your goals, you have less chance of achieving them. So it's important to support your unconscious mind by giving it a very supportive environment.
- The unconscious mind works on the **principle of least effort**. It's always going to find the easiest way to achieve something. If the unconscious mind finds a quicker way of achieving your goal than the one you were thinking of, it will use the shorter route.
- The unconscious mind **does not process negatives** so it's important to focus on what you want. For example, a goal set around weight loss would be set around your ideal weight, the weight that you wanted to be, rather than what you currently weigh or how much weight you want to lose. So, in general, you set the goal focused on what you want, rather than what you don't want. You should set a goal to have a specific amount of money, rather than a goal to not be poor or to pay off a debt.

Harnessing the power of your built-in search engine

One of the fantastic things about your unconscious mind is that it has a built-in 'search engine'. This is thought to be the area known as your Reticular Activating System. This is the part of you that is always looking out for things that will support you in getting what you want.

This is another reason why it's important for you to focus on what you want. If you're thinking all the time about what you don't want or what you're trying to get away from, your unconscious mind will be focused on that.

When you are clear about what you want, your mind will always work towards that outcome. It's rather like if you've decided to buy or if you've bought a new red BMW. Suddenly you notice the streets are full of red BMWs, when you hadn't noticed any of them before.

It's the radar or search engine that reaches out for the bits of information that will support you in getting what you want. This helps when there are millions of bits of information coming at you every second.

Of all those bits of information, your conscious mind can only handle about seven (plus or minus two) at once. So your mind makes sure that you notice and pay attention to what will support you in getting your goals.

3: The Power of Your Values in Getting Your Goals

In order to achieve a goal or vision, it must be in alignment with your personal values. If you think of yourself as a sailboat, your values are like the wind that can help or hinder you in getting to your destination.

If the values (or the wind) are blowing in the right direction, it's incredibly supportive. On the other hand, if where you're trying to get isn't in alignment with your values, it's like the wind blowing in the wrong direction. It will take you completely off course.

So it's useful to know what your values really are in relation to your business so that you know what really drives you.

To understand your values, start off by answering the question, "What's important to you about your business?"

You can also use exactly the same process to understand your values in relation to other areas of your life. So if you are focused on your health and fitness, ask: "What's important to you about health and fitness?"

Very often, values are quite unconscious, so they don't come to your mind immediately. So it's important to keep asking this question until you 'dry up'. And even after you dry up, go back to the beginning of the process and start again with the question.

Something like satisfaction is a value; reward is a value. These are words 'frozen' in time, and have a specific meaning that is motivating to you in the context of that area of your life. And what's important is what the word means to you – the same word may have a different meaning to someone else.

Action Point

Using the worksheet that follows, ask yourself the question, "What's important to me about my business?" (Or whatever area you have chosen to work on.)

Keep repeating the question until you come up with repeat words and you have a list of everything you can think about in that area. Continue with the process two or three times after you dry up to get all of the things that are important to you.

Often the values that are most important are the least conscious and therefore come up latest.

The list may be five words or it may be 25 words or more. There's no right number. You'll find the size of the list is different in different areas of your life and it varies from person to person.

You should then rank the values (or at least the first eight or so) in order of importance to you.

Often this list surprises people initially but suddenly makes them realize why they are not happy with something in their life or why they are not getting the results that they want.

The value that appears at the top of your list is the factor that you want more than any of the others. Each factor in your list is more important to you than the one below it.

You should quickly get a feeling about whether this list accurately reflects your values. If it doesn't look right or doesn't make sense to you, repeat the process until you have it the way you want it.

Now you'll be able to ensure your values are supporting you in your goals. You'll be able to look back at these values as we work through the process of developing and defining the goal that you want.

If your goal is out of alignment with your values, it will be harder to achieve.

If you see a potential conflict, you should ask yourself whether the goal is really appropriate. Values are deep rooted and cannot always be changed easily. So it's often better to choose a goal that's more aligned with your values as this will be easier for you to achieve.

