

Sales Tip!



Why Goal Setting Often Fails

This is the time of year the topic of goal setting always comes up. The thought of a fresh year with endless possibility drives many to dream of new beginnings and better performance.

Goal setting is nothing new. When I last checked, there were 93,579 goal setting books listed on Amazon.com. So why is it that so few people even set goals, and an even fewer number of people actually stick to them? Too many people go through life with a “problem solving” mentality. They progress through life in the direction of the problems they need to address or solve and not in the direction that their life could have taken.

Very few people take the time to evaluate what they want in all areas of their life. All humans can achieve amazing things once we put our minds to it. We can only achieve greatness when we allow ourselves to dream big, step out of our comfort zone and ignore the self-limiting beliefs that can get in the way.

How many people set a fitness goal or weight loss goal in January? Most of them succeed in joining a gym. How many are still actively attending the gym in February or March? What happened? The intention was there.... yet the passion faded and they fell back into their old behaviors. A goal without plans, daily actions and accountability, is nothing more than a dream or a wish.

Here is an exercise to get you started on setting goals that include an action plan to guide you to your success. Take out as many as eight blank pieces of paper. Title each paper with one of the following areas used to create goals: Social, Physical, Spiritual, Financial, Educational, Work, Family and Personal. Under each heading, begin a list of what you want to accomplish in 2015 in each of the 8 areas you choose. Ask yourself the following as you prioritize the list:

- What behaviors will you have to change in order to accomplish each one?
- How committed are you to achieving each individual item?
- What roadblocks will you have to overcome to accomplish each one?
- Who will you choose to hold you accountable to sticking to the behaviors you created?
- How will you celebrate each accomplishment?

When you have done the exercise properly you will have created an expansive list of what you want to become and have the great beginnings of an action plan to get there.

You can achieve remarkable things if you put your mind to it. What are you waiting for? You have the power to achieve greatness. Start today!

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