

Set Goals

The first area and the first way that you are going to maximize your productivity is a very, very simple technique of simply setting goals. The most important step to achieving success and maximizing your productivity is setting and documenting goals. Research has found that only 3% of Americans every year document their goals. I mean, write down your goals and really look at them. It turns out that those 3% are the 3% of Americans that control 97% of the wealth. The correlation is extremely high. The first step that you need to do is set goals.

Written goals keep you and your team accountable, committed, and focused. Once again: Written goals, keep you and your team accountable, committed, and focused. You need to have daily, weekly, monthly, quarterly, and annual goals for yourself and your company. And you actually need to start with your 5-year goals so you can figure out where you want to go be in five years.

And then, you really start spending time on your annual goals. Annual goals are the most important, as they shape the rest. But you need to look even five years out where you want to be so you can set the most effective annual goals.

I want to talk to you now about the three keys to effective goals because just saying “goal” is not enough.

First off, your goal needs to be specific - not vague. Thus, it must be clear and it must be measurable. Secondly, your goals must have a time frame and a deadline. And thirdly, your goal must be aggressive, meaning not so

easy. You need to dream big to inspire yourself and others.

Now, to give you an example of a goal. This will be a non-business goal. I'll give you a weight loss goal that probably everyone can relate to. A terrible goal would be "I'm going to lose weight this year." A better goal would be, "I'm going to lose 25 pounds by June 19th." This is a very clear goal - you said 25 pounds. It's very clear. It's also measurable. I gave you a timeframe or deadline - June, and 25 pounds for me, or whoever it is, that would be an aggressive goal for a lot of people. You then need to revisit your goals - your annual goals - every three to six months. It is okay to modify your goals and/or extend your completion dates.

You don't fail. You need to understand this. You do not fail when you do not reach a goal by its completion date. You fail only if you give up, okay? That is why we don't say let's set "realistic" goals and "realistic" oftentimes means easy. You need to set aggressive goals and you really need to strive to achieve that goal by a certain date.

But - and this is an important "but" - you need to consistently reassess your goals. The markets are changing. People are changing. You may modify that goal. You may extend the deadline. So, you are not going to beat yourself up if you do not hit a goal. You are going to extend the deadline. You are going to figure out what other resource you need to achieve that goal. So, we talked about goal setting in your workbook when you start creating your goals and getting them on paper so that you can successfully achieve them.