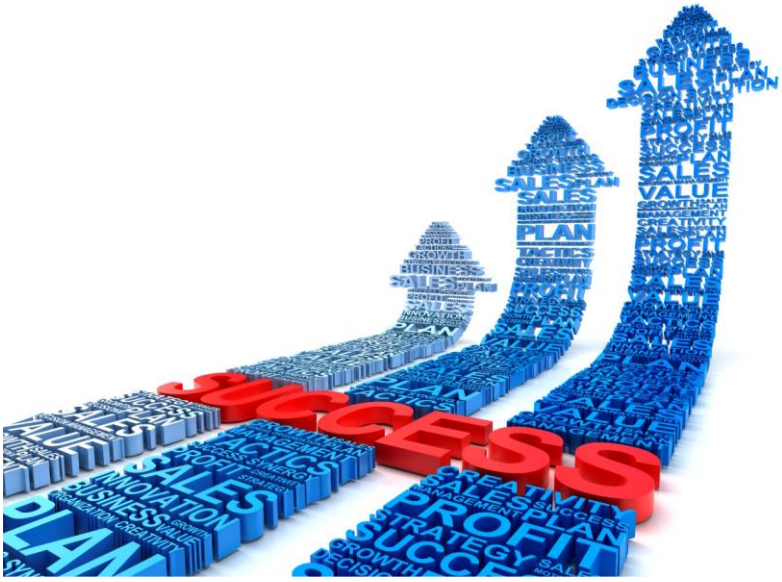
How To Achieve Business and Personal Goals



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Personal Goals

Setting goals is the single most important thing that you can do for yourself.

Why do I say this? I say this because goals are necessary for setting your direction in life.

If you are serious about setting goals you will:

a) Write them down
b) Set a time-frame
c) Be realistic about achieving your goals
d) Be specific about your goals
e) Set them in positive, present tense language

10 Reasons why goal setting is a must:

- To help you gain clarity
- To help you maintain focus
- To raise your self-confidence
- To make you think BIGGER
- To help you gain momentum
- To increase your desire and willpower
- To help you achieve greater financial success
- To increase your leadership ability and influence
- For more efficient time-management
- To help you identify where you are and where you would like to be.

Successful people say that you should set goals and write them down.

There are 3 questions that you need to ask yourself when writing down a goal:

1. **Why is this goal important?**
2. **What am I going to do to achieve this goal?**
3. **When will I act to realise this goal?**

Who does goal setting work for?

Goal setting works for those who have faith in themselves and the process.

Goal Setting won't work when:

a) Desire is absent
b) There is no follow-through
c) There is no conviction to achieve goals
d) There are blockages preventing commitment to goals

Goal setting is a choice. When you choose to be serious about your life, you will set personal goals **that will change your life for the better.**

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Decide to set goals to move into the 3% of the adult population that have clearly written and defined goals. According to author and speaker Brian Tracy, this 3% earns 10 times more money than the remaining 97% combined who have not set goals.

When you decide to be part of the 3% group, you will achieve more goals and become more focused.

Setting Goals helps define your Visions

First "see it" before you have it. This means visualising what you want to have in your life in order for it to materialise. You must then take action and have **FAITH** and **BELIEF** in your mission for the future.

Writing down affirmations can help you in setting your goals.

An example of an affirmation is: I am determined, courageous and results-driven to achieve my goals.

Remember, set your affirmations in the present tense and make them positive.

Goals and affirmations can help you reach your dreams and develop your persistence.

In the words of Earl Nightingale: *"The more intensely we feel about an idea or a goal, the more assuredly the idea buried deep in our subconscious, will direct us along the path to its fulfilment."*

Goal setting can assist you to become more self-assured and progressive. As you think and act upon your goals, you begin to create the life that you imagine.

Being specific about your goals is necessary. The clearer you are about **WHAT** you **WANT**, the greater your chances of attaining your goal (s).

The next crucial step of goal setting is to have a logical PLAN. You need to have specific steps that you will follow to reach your goals.

As you stay focused and clear on your goals, you will experience an increased sense of self-confidence and pride. Your happiness also increases when you accomplish more of the goals that you set.

How Does Goal Setting Assist with Your Character Development?

Goal setting enables you to be accountable. Your enthusiasm grows when you stay motivated and inspired even when faced with challenges. The more challenges you overcome to achieve your goals, the more empowered you become.

First you gain momentum and then you grow. You cannot grow if you do nothing to advance towards your goals. Through your learning and experiences, you will gain knowledge and insights. Your character will evolve as you stretch yourself and achieve more goals, faster.

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Your life will dramatically improve when you decide that you will take **ACTION** and focus on self-education and development. As you learn more and improve your skills, you will become a better leader. You can then inspire others with your example and become more influential in the process.

People who are able to lead and inspire others also increase their chances of being financially rewarded.

Pareto's 80/20 Principle

Being busy is not enough to accomplish your goals. You need to do the right things. What does this mean? This means keeping in mind economist Vilfredo Pareto's 80/20 Principle. The 80/20 Principle or Law suggests investing 80% of your time and effort on the 20% of your work that really matters. It is the 20% of your work that will give you 80% of your results.

You need to work smart on the right things. The more you fine-tune your focus on what really counts, the better your results will be.

Becoming an efficient time-manager can help you reach your goals faster. As you learn to prioritise your tasks you will develop a clearer mind and a greater sense of momentum.

Can goal setting lead to a fulfilling and dynamic life?

The answer is YES! Setting and achieving goals is an enriching process of self-growth and awareness.

People, who strive towards their goals with passion and commitment, can experience a very fulfilling life.

Goal setting is a choice. Embracing the process of goal setting and applying yourself with discipline can make a **BIG** difference in your life. Your continued efforts to achieve your goals will bring you increased energy and joy as your dreams eventuate.

The right goal setting mindset

You need to have the right goal setting mindset to achieve goals. *Why do I say this?* I say this because what you focus on your attract. If you focus on the wrong things you will move towards them.

Successful people think about what they want most of the time. They also invest their time in developing their mind and skills. They read, seek out mentors/advisors and support teams to realise their goals.

Your Life Sectors

Your life has sectors. Below is a guide of life sectors:

- Relationships
- Business
- Health
- Finances
- Recreation/Social

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Under each sector of your own life, write down 5 goals that you wish to attain. Put a time-frame next to each goal. Phrase the goal in the present tense. Then decide what you will do to obtain that goal.

Keep in mind that the more specific you are about what you want and the greater your desire, the greater the likelihood of reaching your goals.

Chunk Down your goals

Chunking your goals can help you achieve your goals in a realistic way. Taking the large goal and breaking it down into smaller steps, makes it more manageable.

The advantage of chunking down is that it turns a goal that at first seems overwhelming into an achievable goal.

Short Term v Long Term Goals

Divide your goals into short term (1 day – 5 years) and long term (6 years +). If you need to set midterm goals you can. In this case, your midterm goals can be from 6-15 years and your long term can be 16 years +. Do whatever works best for you.

The division of goals is important because it helps you with your road-map. What you need to work on and by when.

Business Goals

If you are in business and your goal is to grow your business, you need to think about value-add services.

You need to think about improving customer satisfaction and retention.

Another goal to focus on is increasing profits by a certain percentage. As you become clear about the strategies you want to implement and by when, your business will prosper into the future.

Remain relevant in the future by getting better and creating more value for your customers.

Business is a part of your life that allows you to live a better life. Commit to setting and achieving your business goals to achieve greater success and financial prosperity.

Keep the Faith

Setting business and personal goals creates greater resilience, self-belief and focus. On your journey, you will require faith. Develop your persistence even as obstacles arise. The obstacles that stand in your way today can teach you your greatest lessons. The better you become at rising each time you fall, the greater your chance of succeeding in the long-term.

The Quick 5 Step Goal Setting Process – Summary

Step 1: Decide on the goal

Step 2: Write it down

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Step 3: Divide your goals and chunk them down

Step 4: Make an action plan

Step 5: Think and act on your goal (Create a to-do-list)

Goal setting can change your life and help you achieve your dreams. You can become richer, more skilled and knowledgeable by setting goals and taking action towards them.

Successful people know that goal setting has great benefits. That is why they choose to set goals. They also understand that goal setting helps build character and develops leaders.

I wish you all the best in setting and achieving your goals.

To your dynamic and fulfilling life,

Kostas Augerinos

Managing Director/Founder

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