



10 STEPS TO **ACHIEVING YOUR LIFE DREAMS**

**USING GOAL SETTING THEORY
AND TASK MOTIVATION**

GLOBAL
PERFORMANCE
COACHING

Transcending Potential Worldwide

By Jon Bartos

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What can make the most impact on your life?
Start goal setting!

Goal setting for most people often takes place at the end of the calendar year. It not only provides a good time to reflect on what was accomplished during the year in our personal and professional lives, it also allows us the chance to think about starting off the new year with a clean slate full of fresh and exciting opportunities.

If you are like most people in looking back at the results, you may have had the best intentions but once you have taken stock in where you are today verses a year ago, there is a good chance that your life did not change measurably in any one direction. You might have a little more or a little less money, you may have gained a little more or lost a little more weight, but all in all, even with visions of grandeur, you stayed relatively about the same. If you take the past year's results and multiply them by 50, there is a good chance that that is pretty much where you will find yourself 50 years later.

Don't feel bad. Most people are in the same boat. The reason? Most do not understand the true commitment and the process required to make life impacting changes and attaining goals. So how do people really make massive changes in their lives to insure they reach their desired state of business, living and life? Let's look at what the research says on how people attain goals.

In "Building a Practically Useful Theory of Goals Setting and Task Motivation," Gary Latham from the University of Toronto and Edwin Locke from the University of Maryland summarize a 35-year study of empirical research on goal setting

theory. Much of their research has been focused on goal setting in business in hopes of finding out what works and what doesn't. Here is what they found:

- The highest level of success was with moderate to difficult goals
- The most difficult goals produced the most effort, but did not equate to the highest level of attainment
- Self-efficacy was critical in goal attainment (believing they could achieve it)
- Feedback on progress was critical to success (How am I doing?)
- The more specific the goal – the higher level of achievement
- The level of importance of the goal affected the outcome

“Remember, what you get by reaching your destination isn't nearly as important as what you become by reaching your goals—what you will become is the winner you were born to be!”
- Zig Ziglar

What this means to us is that based on this historical data, goal attainment has several key components that can be clearly defined and used to form a process that will increase our chances of achieving our goals.

Word of caution: change is hard. If it were simple, everyone would be living the life of their dreams. Success takes personal sacrifice. It takes the ability to overcome adversity. It takes an enormous amount of REAL discipline. That's right... discipline. Success doesn't care if you were not hugged enough as a child or if you grew up on the right street. Success and goal attainment are about taking full responsibility for where you are in life and your ability to do whatever it takes to make the desired change. If you are willing to put your personal baggage and self doubt on the back burner, read on, you may have an opportunity for REAL change and the true potential of living your dream....

STEP 1. FIRST THINGS FIRST

Congratulations—you've already completed Step 1 when you answered the four questions at the beginning of this workbook. As you navigate the rest of this goal setting guide, keep in mind your answers to these questions. Again, the four questions are:

1. What were my successes last year – personal and professional?
2. What were some of my shortcomings last year?
3. What three things could I change professionally and personally that would have a significant impact on this year's results?
4. What am I truly grateful for?

STEP 2. SET SMART GOALS

Once we fully understand where we are, where we have been and what is most important to us, we can then focus on setting the right goals. In setting each goal, keep in mind they have to be SMART: Specific, Measurable, Attainable, Realistic and Timely. Be sure to put each goal through the SMART test. For example...Let's say you want to bill \$500K in revenue. Your goals should look like this:

"I, Joe Recruiter, am committed to bill \$500K in 2011. I will do this by billing \$100K in Q1, \$125K in Q2, \$125K in Q3 and \$150K in Q4. In order to do this I am committed to 5 first-time Sendouts per week, 4 plus hours of phone time per day, 2 new accounts per month and improving my major account development skills."

Pay particular close attention to the language. Joe is not going to try, or attempt or even work hard to achieve \$500K in billings. Joe is “committed.” Also Joe is very specific on how he will achieve this \$500K in billings per year and the activities he needs to focus on DAILY to achieve them. Not only do you need to set SMART goals, but you need to use the right language and back it up with how.

STEP 3 . DEFINE THE OBSTACLES AND HOW YOU GET PAST THEM

There are always obstacles in the way of achieving goals. Life happens fast. Kids need to go to soccer practice, the house needs to be cleaned, dinner needs to be made, etc... There will always be things that vie for your time and detract you from the activities needed to attain your goal. Make sure you take the time to identify the obstacles in business and in life that will hinder your goal achievement. Once they are defined, determine how you will overcome them. Kids can not miss practice and we all need to eat, you can't stop doing the things that are important to you and need to be done. However, what you can do is adjust schedules and plan to get up earlier if needed – whatever can be done to do what you need to do to address the obstacles.

STEP 4. DEVELOP THE ACTION PLAN

Without a plan to make your goal happen it is all but a wish or a dream - that most likely will never materialize. An action plan is the detailed outline of the steps needed to achieve the desired outcome. The more detailed the plan with time, dates and specific actions steps needed, the better. Your action plan is your road map from where you are now, to where you want to go.

STEP 5. WHAT ARE THE CRITICAL MILESTONES?

Milestones are like measuring points to compare your progress to. If I need to go visit my parents in Corunna, Michigan from Cincinnati, Ohio – the important milestones are getting through Lima in about an hour, Toledo in about 2.5 hours and finally hitting the Cabelas store in Dundee, Michigan in about 3 hours. If really it was only that simple.

Milestones are critical as they measure your progress and tell you if you are ahead of plan, which is always good, or behind which may require changes to the action plan to get back on track in order to attain any time frame goals. In recruiting, setting yearly goals is very important. But backing them up with quarterly, monthly, weekly and daily targets are even more essential. If you don't ever hit your daily goals, nothing else will matter.

STEP 6. GET AN ACCOUNTABILITY PARTNER

It is extremely difficult to do this stuff alone. While you are doing your best to be as disciplined as possible and facing the adversity that the world has thrown at you, it can seem insurmountable. Having someone there to keep you on track and give you encouragement along the way can make all the difference in the world. Find someone who knows you, who will be honest with you if get off track, but also someone who can inspire you when the chips are down.

“Know your goal, make a plan, and pull the trigger.” - Dr. Phil McGraw

STEP 7. BELIEVE

In Claude Bristol's book, "The Magic of Believing," he spells out the power of belief. In studying miracles all over the world that have occurred in different religions, the findings were staggering. It didn't matter what the religion was that affected the outcome. It was the strength of the "Belief" that was the major factor in the miracle actually happening. Your personal belief that you can achieve your goals is critical to your success in goal attainment.

On a personal note, I had my third left knee surgery at toward the end of 2008. As some of you may know I compete nationally in the Masters Track & Field series every year in the field event of pole vaulting. It gives individuals over 30 the chance to remain in competition. Third time's a charm, right? After work had been done on my knee, my orthopedic surgeon strongly suggested I never run on it regularly again. That's right.. Never. For those of you who don't know the sport of pole vaulting, running is an integral part. Needless to say I was devastated by this news. Not exactly what you want to hear if you have a passion for something. After feeling sorry myself for several days, I started doing research on exercises to strengthen my knee. I began an intense workout program filled with plyometrics, strength training and speed exercises. Progress was slow at first, but I kept the faith. I had to believe I could do it. In 2010, I won the Pole Vault Indoor National Championships in Boston and took third at the Outdoor National Championships in Sacramento in July. My sights are firmly set on winning the World Outdoor Championships set for July 2011. Your belief in yourself and your passion for your goal can help you overcome any obstacle.



STEP 8. DEFINE YOUR 'WHY?'

If there is one thing that you could do to insure you reach any goal you set, it's developing a powerful why. Your "WHY" is the reason you do what you do. It's what will motivate you to climb any mountain or even walk through a brick wall in the face of adversity. It could be a person or an event that happened in your life. It could be an experience that you never want to experience again, or something that you feel so much for, you will never ever let them down. By defining your why, and truly letting it become part of your soul, you can become unstoppable in achieving anything you put your mind to.

One of my 'whys' in life was a time when I couldn't afford my little baby girl's 6 month shots. I was 23 years old at the time and had just started a new job, two car payments and a mortgage that was bigger than I thought. The thought today, 24 years later, of not being able to afford medical care for my daughter still strikes a chord of anger and a rush of adrenalin to my heart. This was one of the things that helped me with the ability to overcome any type of adversity that has come my way for years.

STEP 9. DREAM BIG AND SET THE BAR HIGH

In the information on goal setting, Locke and Latham say to not make the goals too big. We as humans however are capable of achieving great things. Every year, world records are broken for speed, strength, intellect and how many hot dogs someone can devour. We have no idea still of the potential of any human being. The only thing we do know is: we are far from reaching it. You really have no idea of what your true potential is—in recruiting, in business, in sports or in life. I don't claim to know why we were put on earth, but I do know that it wasn't to be average. We are not sheep, born to follow. We were given life to excel and do the

extraordinary. I encourage you to set the bar high and see what unlimited potential can be achieved in your life.

STEP 10: REWARD YOURSELF... CELEBRATE

A reward system works wonders to keep you passionate and motivated. When you reach a milestone, you need to celebrate. When you overcome an obstacle - celebrate. You need to develop a habit of rewarding yourself for a job well done. When you hit your metrics for recruiting – you need to celebrate and reward yourself. Achieving a goal is like climbing a mountain. At each new altitude you reach, stop for a second and celebrate your progress. On the other hand, if you come up short, ask yourself why it happened, make the corrections needed and go forward. Don't get too down on yourself, be disappointed, but believe. In the end, it's not about the individual game, it's about being on top at the end of the season. Your success will spur you on to achieve even greater things going forward.

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

- Andrew Carnegie

“To become fully alive a person must have goals and aims that transcend himself. ” - Herbert A. Otto



My inspiration in writing this article is to help anyone who is now struggling to reach what they want in life. If you are like most people – there are many things you would like changed in business and other areas. Change is not easy. Like many things in life, the secret to goal achievement is in understanding the process and the key elements involved. Take time to ask the relevant questions to evaluate where you are before you goal set. Set SMART goals, establish milestones, identify your obstacles and determine a plan to over come them. If you develop a good action plan and back it up with a strong why, you will be 99% of the way to achieving what you want. I look forward to celebrating your success with you in this next year and many thereafter.

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“Crystallize your goals. Make a plan for achieving them and set yourself a deadline. Then, with supreme confidence, determination and disregard for obstacles and other people’s criticisms, carry out your plan.”

- Paul Meyer



**GOAL
SETTING
WORKBOOK**

WHERE ARE YOU NOW?

EVALUATE YOUR CURRENT SITUATION:

Before jumping in and setting goals to change your life for good, it is necessary to evaluate where you are and what is most important to you. Here are four key questions to ask yourself and to answer honestly in order to make sure you have the best chance to achieve your goals. Take some time to really reflect and think about these.

1. What were my successes in the past year – personal and professional? _____

2. What were some of my shortcomings in the past year?

PERSONAL ACCOUNTABILITY STATEMENT

Along with establishing a personal vision statement to provide guidance, it is equally important to define your level of personal accountability you commit to in achieving your life dreams as a matter of conviction.

Personal Accountability can be defined as: The willingness to claim 100% ownership for the results provided as a consequence of your involvement, both individually and collectively with others.

Many people confuse responsibility and accountability as being the one in the same. Responsibility involves what you are required to do whereas accountability is the expectation of the outcome of your actions or inactions, or what others hold you answerable for.

To reach your destination and achieve your goals, you often need to think and act in ways different from those that are familiar and comfortable. Effective leaders understand the power of accepting responsibility for the results they create. Rather than blame others when things grow wrong, it is important to look inward to understand the individual contribution and to learn and grow in response to challenges. When an individual adopts the concept of personal accountability, there is less to blame on others and more focus on moving forward to achieve their goals.

Personal accountability is key to success in both our professional and personal lives. Take some time to write down your individual statement of personal accountability and it will provide you with a strong resource of inspiration as you accomplish the tasks that you have outlined to achieve your goals.

INCOME GOAL _____

TIMEFRAME _____

MILESTONES (Monthly, Quarterly, Yearly):

WHAT'S MY 'WHY?':

ACTION PLAN:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

OBSTACLES TO OVERCOME:

WHAT DO I BELIEVE I CAN ACHIEVE?:

“Setting goals is the first step in turning the invisible into the visible.” - Anthony Robbins

GOAL #2 _____

TIMEFRAME _____

MILESTONES (Monthly, Quarterly, Yearly):

WHAT'S MY 'WHY?':

ACTION PLAN:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

OBSTACLES TO OVERCOME:

WHAT DO I BELIEVE I CAN ACHIEVE?:

GOAL #3 _____

TIMEFRAME _____

MILESTONES (Monthly, Quarterly, Yearly):

WHAT'S MY 'WHY?':

ACTION PLAN:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

OBSTACLES TO OVERCOME:

WHAT DO I BELIEVE I CAN ACHIEVE?:

"One way to keep momentum going is to constantly have greater goals." - Michael Korda

GOAL #4 _____

TIMEFRAME _____

MILESTONES (Monthly, Quarterly, Yearly):

WHAT'S MY 'WHY?':

ACTION PLAN:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

OBSTACLES TO OVERCOME:

WHAT DO I BELIEVE I CAN ACHIEVE?:

“Any man who selects a goal in life which can be fully achieved has already definted his own limitations.” - Cavett Robert

GOAL #5 _____

TIMEFRAME _____

MILESTONES (Monthly, Quarterly, Yearly):

WHAT'S MY 'WHY?':

ACTION PLAN:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

OBSTACLES TO OVERCOME:

WHAT DO I BELIEVE I CAN ACHIEVE?:

GOAL #6 _____

TIMEFRAME _____

MILESTONES (Monthly, Quarterly, Yearly):

WHAT'S MY 'WHY?':

ACTION PLAN:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

OBSTACLES TO OVERCOME:

WHAT DO I BELIEVE I CAN ACHIEVE?:

"The victory of success is half won when one gains the habit of setting goals and achieving them." - Og Mandino

GOAL #7 _____

TIMEFRAME _____

MILESTONES (Monthly, Quarterly, Yearly):

WHAT'S MY 'WHY?':

ACTION PLAN:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

OBSTACLES TO OVERCOME:

WHAT DO I BELIEVE I CAN ACHIEVE?:

GOAL #8 _____

TIMEFRAME _____

MILESTONES (Monthly, Quarterly, Yearly):

WHAT'S MY 'WHY?':

ACTION PLAN:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

OBSTACLES TO OVERCOME:

WHAT DO I BELIEVE I CAN ACHIEVE?:

“Only those who will risk going too far can possibly find out how far one can go.” - T.S. Eliot

GOAL #9 _____

TIMEFRAME _____

MILESTONES (Monthly, Quarterly, Yearly):

WHAT'S MY 'WHY?':

ACTION PLAN:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

OBSTACLES TO OVERCOME:

WHAT DO I BELIEVE I CAN ACHIEVE?:

"See things as you would have them be instead of as they are." - Robert Collier

GOAL #10 _____

TIMEFRAME _____

MILESTONES (Monthly, Quarterly, Yearly):

WHAT'S MY 'WHY?':

ACTION PLAN:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

OBSTACLES TO OVERCOME:

WHAT DO I BELIEVE I CAN ACHIEVE?:

"If you aim at nothing, you'll hit it every time."

- Unknown

GOAL ACHIEVEMENT SELF EVALUATION

1. What goals were achieved?

2. What were the main factors that led to the success of goal achievement? _____

3. What goals were not achieved?

4. What were factors that caused me to fall short?

5. What would I do next time to insure I attain the important goals I set?

6. What was the most difficult thing to do or overcome in the process of setting and achieving your goals?

7. What are the most important goals for you to achieve in the coming year?



QUOTES ABOUT GOAL SETTING:

Your role in achieving your goal must be giving your all. Involve yourself whole: with your heart, your mind and your soul. - Victoria Holtz

Think little goals and expect little achievements. Think big goals and win big success. - David J. Schwartz

Far away there in the sunshine are my highest aspirations. I may not reach them, but I can look up and see their beauty, believe in them, and try to follow where they lead. - Louisa May Alcott

When a goal matters enough to a person, that person will find a way to accomplish what at first seemed impossible. - Nido Qubein

The most important key to achieving great success is to decide upon your goal and launch, get started, take action, move. - Brian Tracy

See the things you want as already yours. Think of them as yours, as belonging to you, as already in your possession. - Robert Collier

No matter how carefully you plan your goals they will never be more than pipe dreams unless you pursue them with gusto. - W. Clement Stone

Many people fail in life, not for lack of ability or brains or even courage but simply because they have never organized their energies around a goal. - Elbert Hubbard

Some men give up their designs when they have almost reached the goal; while others, on the contrary, obtain a victory by exerting, at the last moment, more vigorous efforts than ever before. - Herodotus

When a man does not know what harbor he is making for, no wind is the right wind. - Lucius Annaeus Seneca

My philosophy of life is that if we make up our mind what we are going to make of our lives, then work hard toward that goal, we never lose—somehow we win out. - Ronald Reagan

Difficulties increase the nearer we approach the goal. - Johann Wolfgang von Goethe

Goals. There's not telling what you can do when you get inspired by them. There's no telling what you can do when you believe in them. There's no telling what will happen when you act upon them. - Jim Rohn

This one step - choosing a goal and sticking to it - changes everything. - Scott Reed

Emptiness is a symptom that you are not living creatively. You either have not goal that is important enough to you, or you are not using your talents and efforts in a striving toward an important goal. - Maxwell Maltz

Make no small plans for they have no power to stir the soul. - Unknown
Your goals are the road maps that guide you and show you what is possible for your life. - Les Brown

All who have accomplished great things have had a great aim, have fixed their gaze on a goal which was high, one which sometimes seemed impossible. - Orison Swett Marden

Big goals get big results. No goals gets no results or somebody else's results.
- Mark Victor Hansen

The secret to productive goal setting is in establishing clearly-defined goals, writing them down and then focusing on them several times a day with words, pictures and emotions as if we've already achieved them. - Denis Waitley

The most important thing about goals is having one. - Geoffrey Abert

You, too, can determine what you want. You can decide on your major objectives, targets, aims and destination. - W. Clement Stone

We will either find a way, or make one. - Hannibal

Goals give you more than a reason to get up in the morning; they are an incentive to keep you going all day. Goals tend to tap the deeper resources and draw the best out of life. - Harvey Mackay

You must have an aim, a vision, a goal. For the man sailing through life with no destination or 'port-of-call', every wind is the wrong wind. - Tracy Brinkmann

I'd rather be a could-be if I cannot be an are; because a could-be is a maybe who is reaching for a star. I'd rather be a has-been than a might-have-been, by far; for a might have-been has never been, but a has was once an are. - Milton Berle

Emptiness is a symptom that you are not living creatively. You either have not goal that is important enough to you, or you are not using your talents and efforts in a striving toward an important goal. - Maxwell Maltz

I am not interested in the past. I am interested in the future, for that is where I expect to spend the rest of my life. - Charles F Kettering

We aim above the mark to hit the mark. -Ralph Waldo Emerson

All successful people have a goal. No one can get anywhere unless he knows where he wants to go and what he wants to be or do. - Norman Vincent Peale

I do not try to dance better than anyone else. I only try to dance better than myself. - Mikhail Baryshnikov

To understand the heart and mind of a person, look not at what he has already achieved, but at what he aspires to. - Kahlil Gibran
Establishing goals is all right if you don't let them deprive you of interesting detours.
- Doug Larson

You are never too old to set another goal or to dream a new dream. - Les Brown

Man is a goal seeking animal. His life only has meaning if he is reaching out and striving for his goals. - Aristotle

Don't measure yourself by what you have accomplished, but by what you should have accomplished with your ability. - John Wooden

Anybody can do just about anything with himself that he really wants to and makes up his mind to do. We are all capable of greter things than we realize. - Norman Vincent Peale

If you have built castles in the air, your work need not be lost; that is were they should be. Now put the foundations under them. - Henry David Thoreau

I am looking for a lot of men who have an infinite capacity to not know what can't be done. - Henry Ford

Success isn't a result of spontaneous combustion. You must set yourself on fire. - Arnold H. Glasgow

God gives us dreams a size too big so that we can grow in them. - Unknown

Most people would succeed in small things if they were not trouble with great ambitions. - Henry Wadsworth Longfellow

The reason most people never reach their goals is that they don't define them, learn about them or even seriously consider them as believable or acheivable. Winners can tell you where they are going, what they plan to do along the way, and who will be sharing the adventure with them. - Denis Waitley

The best angle from which to approach any problem is the try-angle. - Unknown

All you have to do is know where you're going. The answers will come to you of their own accord. - Earl Nightingale

An average person with average talents and ambition and average education, can outstrip the most brilliant genius in our society, if that person has clear, focused goals. - Mary Kay Ash

Give me a stock clerk with a goal and I'll give you a man who will make history. Give me a man with no goals and I'll give you a stock clerk. - J.C. Penney

Setting a goal is not the main thing. It is deciding how you will go about achieving it and staying with that plan. - Tom Landry

A goal is a dream with a deadline. - Napoleon Hill

Arriving at one goal is the starting point to another. - John Dewey

Goals are dreams we convert to plans and take action to fulfill. - Zig Ziglar

Goals that are not written down are just wishes. - Unknown



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Jon Bartos is a writer, speaker and consultant on all aspects of human capital and personal achievement. As president and CEO of Jonathan Scott International in Ohio, Jon achieved industry-leading success by establishing JSI as a top 10% executive search and contract staffing firm within a few years. JSI won over 17 international awards in the MRINetwork. Jon is also part of an elite group of executive recruiters who billed over \$1 million annually. In a 10 year period (1999–2009), he cashed in over \$10 million in personal production. Jon sold Jonathan Scott International in December of 2012 to trustaff where he currently holds the title of President of trustaff Solutions in Cincinnati, OH.

In 2010 Jon developed the RPM Dashboard, a cloud based Business Analytics tool for the Recruiting and Staffing market. Today companies worldwide are using the tool to reach their revenue and profitability potential.

In 2013 Jon launched Global Performance Coaching, a worldwide coaching organization that helps individuals reach their life and business vision.

Jon has also been a top rated speaker and trainer at recruiting and staffing industry events including NAPS, WAPS, MAPS, Top Echelon, US Recruiters, ASA Staffing World, IPA, NPA and many more. He has coached 8 out of the top recruiting firms in the industry and has over 50 articles, 8 white papers and 3 ebooks published in the staffing and recruiting industry.

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“You must have long term goals to keep you from being frustrated by short term failures.”
- Charles C. Noble

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