

Module 1

Lesson 1: Objectives

Hi there and welcome back! Today's session we're going to be talking about goals and objectives. And you know goals are super important to make sure that you're set for your business and the reason being if you don't I mean how will you know if you've gotten there or how do you where to head. Now, in today's lesson we're going to be talking about how to get really clear for your own business goals and also most importantly for your personal goals as well. How to work them over a 12-month period and then reverse yourself back so you could set 30-day goals, 60-day goals, 90-day goals, 190-day goals and all the way up to 365-day goals. Now I like to think that there's a major objective goals so as an example you know how much money that you want to make over the next 12 months, maybe the size of the business, how many clients that you want to achieve over that and then there's these small goals as an example maybe a 30 or a 60-day goal maybe creating your own website as an example or maybe running a marketing campaign or running an event or it depend on what style of business you have. So there's all these different types of goals.

Now let me share this with you, it's important to understand that from a goal setting perspective it's not always even about reaching the goal. It's actually about the journey to the goal and what you can learn and apply to the next level of goal setting because you know it's kind of a work in progress you don't always get it on day 1 but I can guarantee you, with great practise, reflection and making sure that you break down every step of the goal which I'm going to talk to you about in a second, I know you're going to get there. Alright, so let's get to work, now there's 3 where I call goal activators. Number 1 is to have a really, really clear objective about where you're heading and the reason being is that a lot of us kind of start a business and you know, a lot of us don't even know where we're heading or we've got an existing business that's big and we want to grow it but we're not quite sure how to get to you know the end objective but we're not really clear about what the end objective is and that's kind of crazy right because if you're not quite sure where you are going how do you actually know how to get there?

Now the 2nd goal activator is to understand your what's called "obstacles" and what the solutions are to those obstacles. You see if you know what's coming, obviously you know how to get around it what you need to do, go under it, go over it whatever it is to get to the end objective is really, really critical and I'm going to give you a really cool way that you can measure those obstacles and solutions.

And number 3 goal activator is what's called the activity level and your focus. You need to be focused on a goal and you know how many people there that's got what's called 'shiny object syndrome' now all they do is like they kind of think about all these things but never accomplish something and I want you to get really, really super focused on your goals so make sure that we get there. Sounds cool? Awesome!

Now, let's talk about focus. Focus is really important, in other words, what I want you to be able to understand and what I want you to be able to think about as you're about to set your goals is what type of focus levels do you need to put in. Right, depending on the goal, depending on the size of the goal, depending on how many people need to work on that goal, you're right because you can have other people working on that goal will determine your focus levels. So if a goal is maybe something small as an example, you know I don't know let's say it's a personal goal that you want to go for a 2 km walk everyday, that focus is only for about that 2 or 3 km and every day you just need to get up, put your sneakers on and off you go. So it's a small focus. If it's going to be like a larger focus, let's say like a 180-day goal where you're saying I need to get X amount of clients to my business, well that's going to be an ongoing process where it needs focus whether it's going to be daily, weekly, monthly - the activity needs to be there as well so your focus needs to be spot on with that. So I'm going to get you to write down if a focus level 1 is a small focus level and 5 means that it's a high focus level, just write that down next to your goal and what that does is it engages your mindset into everyday you need to have that level of focus so in other words you want to be reading that goal continuously. You want to be writing that goal down continuously whether it's a short term and/ or a long term what it does with the focus is just keeps you super kind of military-focused on the end objective. Sounds cool? Alright, another one is let's start the conversation around having a clear objective and on this slide it's going to show you nothing is ever really from point A to point B usually it's actually a little bit zigzaggy to kind of get from one spot

to another. Here's the best way to do it: first of all, indicate a start point and a finish point. In other words, when are you going to start that goal the one that you've set? Is it going to be well after you've come back from holidays or is it going to be after you finish maybe a part of your business that need to get done, is it maybe a personal goal after you go and see a doctor to make sure that you've got the A-OK. Then you want to have a finish point in there. So regardless of whatever the journey is going to be, that doesn't necessarily matter. Just make sure that you've got a start and end point. So I'm going to get you to write down what an end point is and why an end point best way to do it is to go what's the outcome that you want to get to, what's the objective and what's the date. So as an example you may say, I want to build a website in 30 or 60 days as I mentioned earlier, and you might go from here at the end of 2 months, that's a 60-day point, you put that down and you write that in and you know, that's the date that you want to finished. And then you want to timeline it so you want to go okay if that's the end date, what do I need to start to do it? I'm going to give you a really good process around that. Now the next thing is, guess what, you need to change your viewpoint and what I mean by change your viewpoint is to write down all the obstacles first, so here's how I do it you get a piece of paper and a pen, you put a line down and you write obstacles. And you start to write all the obstacles down that you would had to achieve that end goal or that end objective. Now next to it, you write at the top heading you write solutions. Now you can either do this on paper or if you like you can actually do it on Excel, actually as a part of this we'll make sure that you have an Excel there for you so look out for the download and with that excel you can put in obstacles and then the solutions and I love it because now it changes your view point from "I have to figure out all of these things" well you actually don't, you just have that as a running tally and you absolutely just keep on writing down obstacles and if you're like me some of my best thoughts and ideas come in the showers. Make sure that you remember them and write those down. So once you've got all of the obstacles, you can start to get the solutions and then column 3 is the activity. This is what I love about it - you've got the obstacle, you figured out what the solutions are because you're running the solutions to that obstacle and then the activity is to make sure that solutions come through and it's really as easy as that. There's literally 3 columns that you can either write on paper or you could use an excel, sound good? And number 3 I mean it's important that you've got to get it done. So once you write those activities, you need to get it done. Now there's 2 best ways to make sure you get that done. Number 1 is you can actually do something everyday to achieve that goal and if it's a health goal as an example, it's probably something that you could literally do everyday, right? If you need to do a little bit of exercise or you need to eat better, you can do that but sometimes if it's a larger goal like get X amount of clients over a 180-day period as an example, sometimes you can't do something everyday because guess what, life happens or business happens so what I suggest that you could do is become what I call project-based. In other words, say by this given point of time, I need to be this particular juncture in order for me to make that goal happen so if you say you set a 180-day goal and you did nothing for 179 days and you're expecting to sign on 10 more clients, unless you're going to win a big contract on day 180, you've just left it too long. So you want to kind of balance that out but guess what you've got to get it done. There's 2 ways: 1 is a daily-based activity or number 2 is a project-based activity. Cool? That's how to get it done.

Now here's a lesson takeaway. Here's first of all what I suggest that you do. Number 1 is write some 30 day goals, 60 day goals, 90 day goals, a 180 or maybe a 365 and by the way, only choose up to 3 in each category. Don't just try to do 25 goals because you know what, you'd be lucky to get one done. And the best to be, brutally honest, works out the best for myself and my clients, am I tribe members, you're one of them, if you just do one in each category and get that done. Once you get that done, you can always put another one in there especially if you got that done quicker than that. But don't try not to do more than 3. Number 2 is make sure you record all of the obstacles and the solutions and all of the activity into an Excel sheet or somewhere where you can have a running tally of that very, very, very important, right? Number 3 make sure that you choose accountability. In other words, you got to make sure that you've got somebody or something that's going to keep you accountable. I mean, I know as a parent, my kids keep me accountable so the goals that we've set for them I've already got the leverage that's called children, right? That's my accountability. For you, maybe somebody a business owner as an example, could be a business partner, could be somebody from the networking event. You know there's a lot of different ways that you can actually have this done. Sound good? And then just choose how are you going to do it, is it project-based or is it going to be daily activity? Cool! Make sure as usual you fill in the google forms so we can make sure that we're tracking it keeping you accountable as well. Want to make sure that you're good to go with that and make sure that

you have a go with this. It's really, really fun and you know what, you're going to achieve many, many goals it's going to be awesome. Cool! Now on our next lesson, we're going to be talking about 30 day plans and how to get them, what's the most efficient model is and how to really, really get that working. As usual, if you need us we're definitely here make sure you get in contact with us at ask@nickpsaila.com or the Facebook page. See you next time!