



2003... Got Goals?

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Inspiration without application improves nothing, benefits no one and fans the flames of mediocri
... Paul Shearstone 2002

Ask anybody on January 2nd 2003 if they have New Years Resolutions or goals and nine out of t
will say, "Yes!" ...Ask the same people about their resolutions three months later and they'll look
you like a small goat discovering a new fence for the first time.

All good intentions aside, exhaustive studies have shown only 3% of the population engage in sor
form of goal-setting and only 1% on average, write them down.

It should be noted that there is no small coincidence in the 1% that write goals down and the high
achieving, highest income-earning men and women around the world.

Setting goals is the genesis from which things great and not so great are accomplished. Read a
book on achievement or watch the Biography Channel and see the quintessential message is cle
Goals = Success!

If it's that simple though, why is it then, are most people so unsuccessful in the fundamentals of R
goal-setting?

One legitimate answer may be our generation is busier than any generation in the past. Life today
not static and our preoccupation with just trying to 'get by' runs juxtaposed to the activities need
for maintaining concentrated goal achievement. Fair enough.

On the other hand, these same studies I mentioned are just as clear on the real reason most peopl
the ones who bother to set goals - will never achieve them. They don't write them down rely
rather they be left to our memories to manage.

In my soon to be released Thought Book, I wrote: Your goals are future landmarks on paths creat
by You.

Goal experts, however, will be quick to point out, "Unwritten goals are nothing more than Wishes'
and we know the world is full of people with plenty of wishes. Go to any lottery office or anywh
they sell things like DotCom Stock. In one place they wish they'd bought more, in the other they w
they hadn't bought any at all!

Real goal-achievement has so nothing to do with merely wishing or thinking of what we'd like
accomplish and everything to do with Not Forgetting.

As the young man once said, "My memory is the thing I use to forget with". If we buy-off on t
precept, we are now the busiest, most preoccupied generation, it's no stretch then to believe t
experts when they say, "Goals left only to memory are destined to fade like so many wishes".

Before we look for the remedy to the goal-achievement challenge, it's important we understand the fundamental psychology of goal setting. That is to say, how it works.

Psychological studies on the highest achieving men and women demonstrate, people with clear specific goals, immediately and by default, become psychologically Goal Oriented individuals. [mystery there].

Since goals take place in the future, those with goals also by default become psychologically motivationally, Future Oriented individuals.

Finally, since we can agree we go to the trouble of having goals because we want to achieve the another automatic psychological outcome is we immutably become psychologically, motivational human-behaviorally, actively, Success Oriented individuals.

[To put that into perspective, we can all think of people we know who are naturally, Failure Oriented individuals].

These hallmarks are known as the Three Unique Psychological Success Orientations - the stuff that governs everything we do in the present, the moment, the now, as we go about our lives putting people, places and things together to affect positive outcomes in the future as it relates to our goal.

That is, however, if we don't forget them!

The good news is, the simple act of reviewing our goals and activities on a daily basis, serves, in and of itself, to ensure we don't forget them - thereby keeping them fresh, clear, specific and at the forefront of our mind.

As mentioned and psychological studies show, unforgotten goals quite naturally engender Unique Psychological Success Orientations that by default, impact in a positive way, our thoughts and activities as we go through our lives focused undauntedly in the moment on things we wish to accomplish.

The Bottom Line:

Those without goals, more often than not, find themselves directionless relying mostly on things like luck. Goal-Setting is only the first step. Constant Goal-Review is the activity that ensures Goal Achievement and Success!

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