

TUTORIAL TRANSCRIPT

2- Annual Goals & Goal Detail Pages

Welcome to Lesson 2: Annual Goals & Goal Detail Pages. You can find the goal-related pages starting on page 5.

After working with more than 40,000 high achievers, I can say with absolute certainty that the number-one reason people fail to achieve their goals is a simple lack of visibility. In other words, they don't have a system for reviewing their goals on a regular basis, so inevitably, they forget about them. I don't want this to happen to you, which is why we put these pages at the very beginning of the planner. This is a way for you to focus on your goals for the entire quarter and better ensure that you actually follow through and achieve them.

Let's start with the page that says "Annual Goals." It's page 5. This is where you're going to write down your goals for the entire year. We recommend that you shoot for seven to ten annual goals. Warning: too many goals is a recipe for failure. In our research, we've found that when you have more than ten goals you begin to lose focus and hinder the process of goal achievement. Also, don't underestimate the power of written goals. According to Dr. Gail Matthews at Dominican University, the mere act of writing down your goals increases the likelihood of achieving them by a whopping 40 percent. That's a huge advantage.

Now you can either write down all of your goals, as I've done here, including the ones you've already accomplished for this year (I mean, we high achievers like to do that, don't we?) or just the ones you have yet to complete for the remainder of the year. It's completely up to you. Regardless, in the far right-hand column, indicate which quarter that goal is going to be completed. We recommend that you shoot for no more than two to three goals per quarter. Again, seven to ten per year, two to three per quarter.

So, let's flesh out these goals. Turn the page to page 6, and these are the Goal Detail pages. There are 12 of them. These pages are designed to help you go deeper with each of your goals. If you've been through my course, *5 Days to Your Best Year Ever*®, you're going to be familiar with the thinking that's behind this form. Note that a goal may be expressed as either an Achievement Goal or a Habit Goal.

I want to start (I have an example on the right-hand side) with Achievement Goals. Achievement Goals are focused on one-time accomplishments. In *this* case, I want to complete the manuscript for my *Free to Focus*® book by March 31, 2018. But it could be other things, like paying off your credit cards, improving your personal best for a half-marathon, or finishing writing your first novel. Let's go through the form together.

First of all, is it an Achievement Goal or a Habit Goal? I already said it's an Achievement Goal, so just check that. I'll cover Habit Goals in just a minute. Start by writing out your Goal Summary, and make sure it conforms to the SMARTER framework. You may want to take notes on this so that you get it down. *SMARTER* is an acronym. You've probably heard some version of this before.

Your goal needs to be, first of all, *specific*. It can't be general or vague. You want to identify exactly what you want to accomplish. Here's a bad example. Let's say, "I want to learn photography." Is that specific? I don't think so. A better example: "Complete John Greengo's *Fundamentals of Photography* course."

It also needs to be *measurable*. That's what the *M* stands for. Quantify the result you want. Add a number, a dollar figure, a percentage, or some other measurement to make it measurable. Here's a bad example: "Earn more money." Here's a better example: "Earn \$10,000 more this year than I earned last year."

Then it needs to be *action-oriented*. That's what the *A* stands for. Don't start the goal with a "to be" verb. Use an action verb. Bad example: "Be more consistent in blogging." Well, that's a "to be" verb. It's not an action verb. A better example: "Write two blog posts a week."

Then it needs to be *risky*. This is kind of interesting. You have to make sure your goal is in what I call your *discomfort zone*. It's going to be a little bit risky. Bad example: "Increase sales by 3 percent." Better example (obviously, this is going to depend on your industry): "Increase sales by 15 percent." Does that make you twitch a little? Good! That means you're in the discomfort zone where you're uncomfortable. Those goals are going to be much easier to accomplish according to all the research I've found.

The *T* stands for *time-keyed*. Make sure your goal has a deadline. Unless it does, it's only an aspiration. Here's a bad example: "Lose 20 pounds." Here's a better example: "Lose 20 pounds by April 1, 2019."

The *E* stands for *exciting*. Make sure the goal is personally exciting or compelling to you, something that gets you pumped. A bad example might be: "Take a one-week vacation this summer." Maybe you've done that every summer. It doesn't get you that excited. It's just something you do. A better example that might ignite your imagination and get you excited: "Take a 30-day sabbatical this June." Whoa! Wouldn't *that* be interesting?

The second *R* stands for *relevant*. Your goal should be appropriate to your season in life. This example assumes a mother of three with a newborn baby. Bad example: "Go back to school and get my MBA." Why? That's probably not the best season for her to be doing that in. Better example: "Complete an online course in strategic planning."

Now you need to indicate which Life Domain this goal pertains to by checking the appropriate box. This is just an easy way to make sure you're setting goals for domains other than your vocation or work domain. By the way, you can check more than one of these boxes.

Then the Key Motivations. Write down your top three Key Motivations. These should be short statements that reflect why you want to achieve your goal. You might think about what is at stake. In other words, why is this goal important to you? For example, in completing my manuscript, I said, "1. Because it will establish my authority in the productivity space. 2. Because it will expose more people to the *Free to Focus*® message. 3. Because it will solidify and clarify the *Free to Focus*® message." That's my *why*. Those are my key motivations.

Then you want to rank your motivations. I happened to put these in rank order, but you may not have when you were just brainstorming. Which one is the most important? Which one is the second most important and third most important? Just put a number in that left-hand column.

Then the Next Steps box. Here you can list the next steps you need to take to reach your goal. If your goal meets the SMARTER criteria, it's going to be risky. This means it's in your discomfort zone. That's exactly where it should be. However, and listen to me carefully, your next steps should be squarely in your comfort zone. Let that sink in. Often, this takes the form of a simple action that moves you incrementally forward on your goal.

For example, doing some research on the web or reading an article or a book or making a phone call or sending an email or scheduling an appointment. Don't fall into the trap of thinking you have to plan out everything that needs to be done before you start. This is usually just a fancy way to procrastinate. Am I right? All you need to document here are the next few steps you intend to take this quarter, something to get you started. It doesn't have to be all of the steps. Just the next one or the next few are sufficient.

Then Your Reward. This is where it gets fun. Decide in advance how you will celebrate once you achieve your goal. You could buy yourself something you've wanted. For example, a piece of jewelry or a ring or a necklace or a watch. You could buy yourself a toy, like a drone or a camera or a new computer (I'm just giving you some ideas); a major purchase, like a boat, a new car, even a new house; the money to fund a project, like landscaping your backyard or redecorating a room in your house or building an addition to your home.

You could also give yourself an experience. For example, take your spouse or significant other out to a special dinner or throw yourself a party and invite some family and friends to celebrate your accomplishment or go to a concert to hear one of your favorite artists or bands or (and this one speaks to *me*) go fly fishing or skydiving or skiing with friends. Just to be clear, the fly fishing part of that is attractive to me. Go on a weekend getaway or take a special vacation or even a month-long sabbatical.

Remember, it doesn't have to be expensive (I'm trying to give you a range of ideas), but it has to be motivational. Rewards play an important role in helping us feel the value of setting and

achieving goals. They also remind you of your success and impress them on your nervous system so that you're more confident and eager to take on new challenges. For Achievement Goals, you can pretty much disregard this StreakTracker at the bottom of the page. That's something we're going to use in Habit Goals.

Okay, let's turn over to the opposite page and look at an example of a Habit Goal. Instead of one-time accomplishments, Habit Goals involve regular, ongoing activity. Think about a daily meditation practice or a monthly coffee date with a friend or walking each day after lunch. There's no firm deadline, because you're not trying to accomplish just one thing. You're trying to maintain a practice.

You're going to start by indicating whether it's an Achievement Goal or a Habit Goal. I already told you this is a Habit Goal. Then start by writing out your goal. Habit Goals need to conform to the SMARTER framework, but the *time-keyed* attribute is a little different. First of all, I want to read *my* goal. I suggest you put this goal in your planner as well, especially if you're just starting to use the Full Focus Planner®. "Fill out my Daily Pages as part of my Morning Ritual for 90 days, starting..." Then insert the date you're going to start. Again, that needs to conform to the SMARTER framework, but the *time-keyed* attribute is a little different.

First, start out by writing the habit you want to install. Start with an action verb, like I did *here*. "Fill out my Daily Pages." It could be something like, "Write 200 words per day," "Walk for 30 minutes a day," "Drink 90 ounces of water a day," "Limit my alcohol consumption to three drinks per week," or "Pray for 10 minutes a day." Now add some detail information. This is where the Habit Goal is different than the Achievement Goal. In the case of a Habit Goal, make sure it has a *start date*, a *habit frequency*, a *time trigger*, and a *streak target*. By the way, I cover all of this in my book *Your Best Year Ever* in detail, so you might want to pick up a copy of that.

The *habit frequency* refers to how often you'll do this habit. For example, you're going to do it daily, every other day, weekly, monthly, or even several times a day. I've said with my Habit Goal I want to do it every morning as part of my Morning Ritual. The *time trigger* is when you want to do the habit. The more specific you can make this time the better, and the more consistent you'll be. For example, I always work out at 7:00 a.m. Here, I said I want to do it as a part of my Morning Ritual. That's a time trigger. That's first thing before I really begin my day.

The *start date* is the date you'll first start the habit. That's pretty easy to understand. Then there's the *streak target*. That's how many times you want to do this habit or this behavior before you consider it installed. In other words, it's now on autopilot. If it's a daily habit, I want to suggest that you start with at least 70 times. Here's why: the best goal research says it takes an average of 66 days to install a daily habit.

Here are a few examples: "Write 200 words per day, Monday through Friday at 7:00 a.m., starting on January 1, and complete a 70-day streak," or "Walk for 30 minutes per day, Monday through Friday at 6:00 a.m., starting on January 1, and complete a 70-day streak," or "Drink 90 ounces of water every day, seven days a week, starting on January 1, and complete a 90-day

streak.” “Fill out my new Daily Pages every day as part of my Morning Ritual for 90 days, starting March 1, 2018,” as already indicated.

Now you’re going to indicate which Life Domain this pertains to. Again, you can have more than one if that would be helpful to you. You’ll also want to write down your Key Motivations. Look at the ones I wrote down for my goal. “1. Because I want to achieve my goals this year. 2. Because I don’t just want to get things done; I want to get the *right* things done. 3. Because I want to be more focused.” You need to write down *your* key motivations for whatever Habit Goal you have, and then rank your motivations, just like we did previously, in this left-hand column.

Next Steps. Here you can list the next steps you need to take to reach your goal. With Habit Goals, these are typically minimal. Here, I said I’m going to add the “Fill out my Daily Pages” to my Morning Ritual on page 26, and I’m going to add “Leave my planner open to tomorrow’s pages on my desk” as part of my Workday Shutdown Ritual on page 27. So, they could simply be as simple as “Start.” If you’re starting an exercise habit, maybe you need to purchase a gym membership or some running shoes, but you could also leave this section blank. That’s perfectly fine.

Just like your Achievement Goals, decide in advance how you will celebrate once you achieve your goal. Now, here’s something that’s different about the Habit Goal. We *do* use the StreakTracker. Every time you complete the habit, make a hash mark. “M1” over here on the left-most column refers to the first month of the quarter, “M2” the second month, and “M3” the third month. So if your habit start date is the 10th, then put your first hash mark over here in the box with the number 10. Go through this process for each of your goals.

Even if you’ve written them down in previous quarters, I would encourage you to write them down again. Why? Because again, like I said before, the research shows that the mere act of writing them down has a way of increasing your goal focus, your commitment, and your follow-through. Again, notice that there are 12 goal pages, so even if you make a mistake you have extras, but we recommend that you shoot for seven to ten total per year. You don’t have to fill up all of the pages, and you might have less as the year goes on. You can actually add new goals, by the way, as you complete the old ones. I just don’t want you to have more than seven to ten at any one time.

Now, as a matter of my own personal practice, I review the goal summary on the previous page every morning as part of my Morning Ritual, and I review my Goal Detail pages on a weekly basis as part of my Weekly Preview and then even more thoroughly on a quarterly basis. I’ll get into both of these in subsequent lessons, but for now, let’s turn to Lesson 3: Monthly Calendar Pages.