

# THE EXTRA POINT

BY JERRY ROBERTS



## # 148 If Goals Aren't Your Thing...Try This

Are you big on goals? When I'm totally focused and firmly in the high octane productivity zone, I love making goals and planning. I'm Jerry Roberts and that said, there are other times when I don't even want to hear the word goals. Have you ever felt like that? Let's unravel this, today, on The Extra Point.

Now, I need to give a disclaimer up front. I teach a system of goal setting and goal getting, so I'm not exactly an impartial observer when it comes to this topic.

Further, for the most part, I do write down goals and take action on them. However, I realize there are people who just don't like the process of constructing a plan to make things happen.

I think it can be fun as well as challenging, but some others don't share my opinion — yet they still want to do good work, achieve things, and get ahead. If that's you, what can you do to put your ideas in order so you can get to where you want to go?

Are you creative and like to make things up as you go, reacting to what's happening in the marketplace?

Or do you feel things are changing so rapidly that you don't want to invest a lot of time in setting goals for concepts that won't be relevant a year or two from now. Better to wait to see how things work out and then deal with it, right?

If you want to wait to see what changes before making a decision, you'll always be waiting. You'll get stuck in the analysis stage and never break free.

As for reacting to the market and sort of winging it, that means you'll always be reactive and not proactive. I'd rather use that creativity to come up with ideas that lead the market, not react to what others do.

My suggestion is to write a story to yourself, about what you want to do. This generally is for someone who wants to start a business, but could also work if you're employed by someone else and dreaming about a big project.

Tell the story of how you'll parlay what you know and what you like into what you want to do. Give as much detail as you can. What will you do? When will you do it? How will you do it?

What will you have to do to get your idea on track, then to grow it? Who will you have to convince to support you?

Describe the run-up to making your idea reality. Then, how will the first year go? Will you expand?

If you want to stick to the idea that you'll react to market changes and your creativity will carry you forward, then use your imagination to describe possible scenarios of how people will react to your concept.

When you finish, show your story to the people you trust most. Get their feedback. Then, take another crack at it. Rewrite the story and keep rewriting until it all makes perfect sense to you.

Then, break your story down into action steps and put a date and time you'll achieve each one. What do you have? Yeah, a series of goals. It's just another way of doing it, but maybe more fun. If you decide to give this a try, let me know how it turns out.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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