

THE EXTRA POINT

BY JERRY ROBERTS



349 Is North the Direction for Achieving Goals?

We've talked a lot about the pursuit of goals on this program. It's an important topic. I'm Jerry Roberts and today, we just might have the goal clarity you've been looking for. That's next, on The Extra Point.

Every goal, long-term or short, needs to be rooted in your vision of success, to inspire and motivate you to pursue it. Whatever your goals are they should make you want to get out of bed in the morning and charge after them. You need to see that success and want it.

If you're a person who sets goals you likely have them for your career or business, your health and fitness, your family, and maybe for a special hobby. The question is, are they big enough? In Extra Point #218 we talked about setting big, hairy goals, the kind that are so big they take your breath away. They almost scare you.

Another way to look at this is charting your destination the same way that sailors have forever, with the North Star. It's used to keep us on course and if we stray, a simple glance tells us our position and we get back on track. "North Star" goals and objectives have become popularized in business and personal development circles, and people who like the concept use it to establish long-term, high-level ambitions that allow the user to essentially reach for the stars.

I believe in having small and big goals, including those that make you stretch beyond where you've been — to where you can only imagine.

Let's say you want to be a manager in a big company. That's a good goal. Now, what if you took it and pointed it due north...to being CEO in X-number of years? That's a serious north point goal.

Maybe you don't run now but you want to

complete a 10K under a certain time within three months. Good, now maybe you can take that objective north and decide to run a marathon in three months, or six.

We haven't talked about the steps needed to take to achieve your goals. You'll figure that out. The key is taking action and it has to be specific action. Each step in your progression has to take you closer to your objective, and did you complete it...fully complete it? I've had people tell me they "almost" completed a step, or "sort of" completed it, and that's not going to get you to where you want to be. Chart your steps for your goal, then check off that you absolutely completed each step, and write the date you completed it. Whatever system you employ for goals, you have to carefully track your progress because it keeps you motivated.

Finally, never mind what anyone else thinks about your goals. Those who pursue North Star objectives aren't worried if their goal seems outrageous to others. They go for it anyway.

Let me close by highlighting just a couple of benefits of the North Star approach. One, you let yourself dream and go after a big challenge. That's important because you're stretching your beliefs. Another one — and I love this truth — is that even if you fall short of your big goal, you just might be a lot further down the road than if you'd set a more modest goal. Wouldn't that be okay? Go ahead and dream, then decide, then commit, then take action and get after it.

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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