

# THE EXTRA POINT

BY JERRY ROBERTS



## # 1214 Goals: Consider Following the “Two-Week Rule”

We’ve talked about goals a fair amount on this program, and given advice on how to set them, then go out and get them. Last week at our Live2Lead event, I unveiled a new system I had come up with to simplify the process. Now, I’ve come across something else that I believe can be beneficial in the pursuit of our goals. I’m Jerry Roberts, and we’ll get into that, next on The Extra Point.

Life’s achievers have one thing in common. They have a plan to get from where they are to where they want to be. The plan is made up of goals and objectives.

According to an article in INC magazine, personal growth guru Tony Robbins says setting goals is the first step in turning the invisible into the visible. Dallas Mavs owner Mark Cuban says effort is measured by setting goals and getting results. Elon Musk says to stop being patient and start asking yourself how you can accomplish your 10-year plan in six months.

Whether you want to go at a lightning-fast pace like Musk, or take the more conservative approach, a plan with goals is essential.

Assume there is a plan, and both you and I want to follow it to gain success. Do you think we’ll work at the same speed and in precisely the same way, or could there be differences? If you said “differences,” I agree.

Our limitations could be very different. You may be willing to go hard every day, totally focused on the end result. Maybe I’m willing to work, but not like that.

We both may achieve the goal, but you will likely have the better chance. Getting off to a good start is the key, but then we have to maintain momentum.

You may be tempted to think of the story of the race between the tortoise and the hare, where the hare sped off to an early lead and

then rested. The tortoise never rested, and eventually passed the hare and won. The hare lost momentum, then lost the race.

The INC article said that if we start slow, we start “soft.” Some of us do this because we want a “mental safety net” under us at all times.

Going slow doesn’t guarantee failure, but it does make us more open to distractions; and those can toss us off-track. A way to avoid this is to commit to what INC calls the *two-week rule*.

The basic concept is that we can do anything for two weeks. Yes, it requires a measure of focus and discipline, but it’s doable.

We break our goal down into chunks and make sure we have a solid two weeks to build that momentum. Once we make our two-week plan, all we have to worry about is what’s on the schedule for today. Tomorrow will take care of itself. Stay focused on today.

After two weeks of solid progress, and with momentum, our chances of seeing the plan through to completion are multiplied.

In looking back over the times when I didn’t follow through on a goal, I believe it was due to not getting off to a good, fast start. Goals don’t achieve themselves. We have to be serious about them, and the two-week rule will set us up for that.

I think it’s fair to say that if we can’t come up with a two-week plan, or refuse to follow it, then maybe what we think is a real goal and something we absolutely must do, is really less important than we’re making it out to be.

My recommendation for goals is to lay them out in great detail so you can see the whole picture in front of you.

(Con’t.)

Then, carve out the first two weeks, and get after that with as much energy as you can.

I think you'll find this will put you on the road to achieving any goal you decide is worthwhile.

That's the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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