

HOW TO

SET GOALS LIKE A PROFESSIONAL

*For business owners,
executives and athletes*

GOAL SETTING OVERVIEW

So you've set yourself a daunting challenge, something bigger than you have ever achieved before. Maybe it's running your first marathon, starting a new business or getting a qualification or nailing a deal in the boardroom.

Whatever your goal is doesn't really matter. Your main concern is that it is scary and daunting and you are feeling a mixture of fear and apprehension.

As the first seeds of doubt creep into your mind, it doesn't help that your friends and family think you're a bit nuts and are calling you crazy or your colleagues don't think you can do it or your best friend thinks this plan is doomed to failure.

Before you know it, you're waking at 2am, gazing at the ceiling, questioning yourself. You end up oscillating between days of excitement and confidence, and days of doubt and despair.

Does this sound familiar?

Take a deep breath, it's okay, this is completely normal.

When that doubting voice in your head is screaming disaster and doom, seek out that quiet inner voice that set you on this path to your goal, in the first place. That confident, strong-willed voice full of self-belief that knows you can reach your goal. Sometimes that voice is nothing louder than a whisper but it will be there -



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**...feeling a
mixture of
fear and
apprehension.**

listen in closely.



YOUR MOTIVATION

What got you inspired to chase this dream? Why are you doing this? What will you achieve? What are the benefits – for your health, your mental well being, your confidence, perhaps even for your loved ones? Think really hard about this.

In those motivations you'll find reasons to fight and overcome the fear and the doubt. It is there you'll also find the strength you will need to plough on through the middle section of the battle, the part where it always gets tough, to jump over any obstacle in your path and reach the finish line and conquer that big scary goal.

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**...jump over any
obstacle in your
path...**



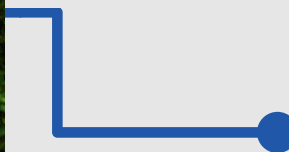
There's something magical that happens when you stand on the start line or wherever it is you take on your goal. You'll be surprised what resources you can pull out, you will be able to do things you could never do in regular training.

You will find reserves and strength you never knew existed if you are just brave enough to start. When I stood on the start line of the longest run I had ever undertaken, the length of New Zealand 2250km for charity, I felt like the weight of this whole distance was squashing me, I couldn't breath and felt the panic rising as I suddenly realised there was now no way but through. I started crying and panicking and in that moment my wonderful mum came over and wrapped her arms around me and gave me some of the best advice in the world... She told me,

"Stop looking at the end goal some 2250km away, concentrate instead on getting started."

Focus on the first 20 minutes, on warming your body up, on reaching the first 10km. She said to me it's too daunting and frightening to look at the goal as a whole, instead break it down into tiny bite size pieces and eat it a chunk at a time. Never lift your gaze too far ahead when you are feeling overwhelmed, just take that very next step.

These wise words have seen me through the toughest and longest of endeavours. Breaking things down, pulling your focus in close.

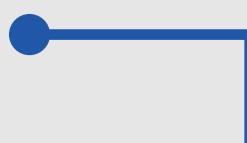


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**..just take that
very next step.**

UNDERSTANDING FEAR & LEARNING TO LIVE WITH IT

Fear is natural, it's there to protect you but it can often come at inopportune times when you need to keep yourself together. Stare that fear in the face and then decide to take action anyway, often by doing so the big monster that is fear, shrinks in size as you walk towards it and not away. Fear arises whether there is a real threat (physical and immediate threat) or if it's just a figment of your imagination (like public speaking or going for a job interview). The more important the outcome is to you the bigger the fear but you have to differentiate between real and immediate life threatening fear, like a man chasing you with a gun or the nervous tension of standing on stage and delivering an address. Your mind and biochemistry unfortunately doesn't differentiate so you need to put things into perspective. Is this fear response really necessary and can you control it through breathing, thought focusing, visualisation exercises or other techniques to control your physiology?



If you aren't in imminent physical danger then stand up, feel the fear and go for it anyway. Every big achievement in life requires discipline, persistence, preparation, fortitude and flexibility.

It will be worth it. You just need to take that first step. And then the next one. I am not saying it will be easy but I am saying it will be worth it.

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**...feel the fear
and go for it...**

WHAT YOUR BRAIN DOES WHEN YOU SET A GOAL

When you set a specific and clear goal that is attached to a time limit or a particular event, you set a number of things in motion. Whatever you focus on, you will retain.

In your brain, you have something called a RAS filter, or the reticular activating system. It is the portal through which nearly all information enters the brain. (Smells are the exception; they go directly into your brain's emotional area.) The RAS filters the incoming information and affects what you pay attention to, how aroused you are, and what is not going to get access to all three pounds of your brain.

For survival's sake, your RAS responds to your name, anything that threatens your survival, and information that you need immediately. But when you set a goal and hold it in your focus daily, your RAS begins to search out things that you see, hear or learn that could help you achieve your goal.

You will recognise opportunities, learn and retain pertinent information and even develop social contacts that will help you on your mission. Set long-term, short-term goals and sub-goals or milestones that you can attain on the way.

Read over your long-term goals. Make sure they're still pertinent to your vision. Change, delete, or add goals as necessary. Read or create your short-term goals. Determine the timeline for each. Change them according to current needs, trends, and modifications in your mission or vision.

Your RAS helps you keep them in mind. Even when you don't realise you're thinking about these goals, your brain knows that they're important and makes note of anything that might relate to them.

For example, let's say you make a goal to buy a red Hyundai SUV. Now everywhere you go, you will be seeing red Hyundai SUV's and you will think,

**“Gosh, I don't remember seeing them before!
Maybe it's meant to be...”.**

But what's really happening is that your RAS filter has taken note of the fact you want a red Hyundai, and then every time one passes your vision, where before you would have let it go, you now catch that thought and bring it into your conscious awareness. That is one way goals can work for you.



6 PRO TIPS FOR GOAL SETTING

1 Tell everyone what you are going to do & achieve.

By putting it out there publicly to friends and family, you will more likely be committed to that goal and you will be more likely to do the necessary hard work to get there, like getting up early to go for a run in the cold dark morning instead of staying cosy in bed—because you know if you don't get up, you won't be fit enough to do that race you have announced you are doing. We don't want things to reflect badly on us, and that is a strong motivating factor to keep you on track.

2 Sign a commitment contract.

It's might sound a tad naff, but if you write down your clear and specific goal and get it signed by a friend or family member that will witness it you are more likely to honour that contract.

3 Set sub-goals.

Running marathon in six months' time under 4 hours is good and specific, but it would be beneficial to have some smaller measurable milestones along the way. Let's say a half marathon in two months' time in under 2 hours. Then even smaller sub-goals, like: "This week I will complete my 5 training days as written."

4 Push through tough times.

If you stumble and don't do the thing you set out to, get back on the horse fast. Don't grumble how you didn't achieve your training goals last week, or how you couldn't finish the race over the weekend. Move on quickly and get rid of any negative connotations about it as fast as you can. By dwelling on the niggling injury that stopped you running the last two weeks won't help you reach your goals. Just get back into it when you can and get on with the job at hand. Looking back won't help. Look forward.

5 Find like-minded people.

Seek out like-minded people who will support you on your journey. Join a group or club or coaching team that will understand your goals and not put you down. Who will be positively accompanying you on your mission?

6 Keep learning, keep pushing

If you fail in your goal. Try again and again. Improve, change, tweak but don't give up. Tenacity and stubbornness and a willingness to fail, grittiness and courage are what makes a leader, an achiever. Strength comes from struggle, so see a silver lining in every struggle you have.

WHAT'S NEXT?

Find out on the next page...

GET STARTED!!

More important than anything, if you have a goal or a vision, make a plan for yourself, follow the steps above and get started today!



I hope this brief insight into just one of the skills you need to develop to fulfil your true potential, has been beneficial and I would love to continue this conversation with you inside my academy on "The Path of an Athlete" course where I will teach you step by step how to develop mental toughness, leadership skills, resilience and a never quit mentality.

Do you want to reach your full potential?

[CLICK HERE](#)

"Invest in yourself and in controlling and educating your mind and you will reap the rewards of success whatever the goal or dream you have."

Lisa Tamati

