

THE ZIGLAR GOAL SETTING SYSTEM

GOAL PLANNING SHEETS AND STEP-BY-STEP PROCEDURES FOR SETTING AND REACHING YOUR GOALS

The Chinese say that the journey of a thousand leagues begins with a single step. Commit yourself to take these goal-setting steps NOW.

BAD NEWS: To properly set your goals you will need to invest a minimum of ten hours and possibly as many as twenty hours. That's one of the reasons only 3% of the population have clearly defined their objectives in life.

GOOD NEWS: By following these procedures and working on your goals every day, you will have **several** extra hours each week to pursue your own business, family and personal interests. Just remember, "When you do the things you need to do, when you need to do them, the day will come when you can do the things you want to do, when you want to do them."

MORE GOOD NEWS: When you learn the formula for setting one goal, you will know how to set all goals, whether it is a physical, mental, spiritual, social, family, career, recreational or financial goal.

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Now for the action steps:

ACTION STEP I

On your Dream List, let your imagination run wild and print everything you want to be, do or have. (When you **print**, your concentration is greater and you burn the idea more indelibly into your subconscious mind.) If you have a family, be sure to include your mate and children when you set your goals. This entire goal-setting process helps channel your logical left brain and frees your creative right brain for more effective use of your imagination. NOTE: "You gotta '**be**' before you can '**do**,' and you gotta '**do**' before you can '**have**.'"

GO AHEAD – DO IT NOW. A major reason you are setting your goals is to gain some benefit, but these come only after you have taken action.

ACTION STEP II

Wait 24-48 hours then answer the question "why?" for each item you have printed on your Dream List. Space is provided for you to do this on your Things I Really Want To Be, Do or Have sheet. If you can't verbalize in one sentence why you want to "be, do or have," then it truly is a dream and not a real goal. At this point, you should cross it off your list.

ADDENDUM

ACTION STEP III

Ask these five questions, *all* of which must have a “yes” answer:

1. Is it really my goal? (If you’re a minor living at home, an employee or a team member, some of your goals will be set by the coach, director, parent or employer.)
2. Is it morally right and fair to everyone concerned?
3. Is it consistent with my other goals?
4. Can I emotionally commit myself to finish this goal?
5. Can I “see” myself reaching this goal?

NOTE: Answering these questions will further reduce the number of dreams on your Things I Really Want To Be, Do or Have sheet, so scratch them off as well. Answering questions #2 and #3 will be very helpful in making important decisions in all areas of life, especially financial.

ACTION STEP IV

After each remaining dream ask yourself these questions:

1. Will reaching this goal make me happier?
2. Will reaching this goal make me healthier?
3. Will reaching this goal make me more prosperous?
4. Will reaching this goal win me more friends?
5. Will reaching this goal give me peace of mind?

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6. Will reaching this goal make me more secure?
7. Will reaching this goal improve my relationships with others?

If you can't answer "yes" to at least one of these questions eliminate that item from your list of dreams. Careful: Don't confuse pleasure with happiness. Be sure to consider your family when you answer these questions.

ACTION STEP V

Divide the remaining goals into three categories: Short-range (1 month or less); Intermediate (1 month to 1 year); Long-range (1 year or more), and mark them SR (short-range), I (intermediate) or LR (long-range) on your Things I Really Want To Be, Do or Have sheet. **GO AHEAD – DO IT NOW.** By taking this step you will be able to quickly determine whether or not you have a balanced perspective between what needs to be done now, versus your dreams for the future.

Remember:

1. SOME goals must be **big** (out of reach – not out of sight) to make you stretch and grow to your full potential.
2. SOME goals must be **long-range** to keep you on track and greatly reduce the possibility of short-range frustrations.

ADDENDUM

3. SOME goals must be small and **daily** to keep you disciplined and in touch with the reality of “nitty gritty” of daily life.
4. SOME goals must be **ongoing**.
5. SOME goals (sales, educational, financial, weight loss, etc.) might require **analysis and consultation** to determine where you are before you can set the goals.
6. MOST goals should be **specific**. A “nice home” is not as good as “3,000 square foot, Tudor-style home with 4 bedrooms, 3 full baths, 2 living spaces,” etc. Some goals, like improving your self-image, becoming a better parent or getting a better education, are more difficult to pinpoint. Those that are less specific should be broken down into specific, tangible steps. For instance, a step to becoming a better parent could be “spend one hour per week one-on-one with each child.”

ACTION STEP VI

From the remaining goals, prayerfully choose the four goals (remember, balance is the key) which are the most important things you need to work on **right now** and record them. If this is your first organized goal-setting experience, you may want to start with two or three short-range goals.

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IMPORTANT: As you set a new goal, also record it in a journal or a place you will review several times a year. You will be encouraged tremendously as you record the goals you reach throughout the year. Your confidence, self-image and goals-achieving ability will improve dramatically.

ACTION STEP VII

Record these four goals (at least the ones that are Intermediate and Long-Range) on a General Goals Procedure Chart, and work each one of them through the process as shown in the examples.

ACTION STEP VIII

Take the additional goals you have listed on your Things I Really Want To Be, Do or Have sheet and record each on a General Goals Procedure Chart. Work each goal through the process as you did in Action Step VII. Refer to the examples for a format to follow.

DO IT NOW. Remember, motivation comes **after** you start the project.

CONGRATULATIONS! You have invested more time in planning your future than most of your friends, relatives and associates will ever invest!

ADDENDUM

DREAM LIST

EVERYTHING – I even *think* I want to be, do or have

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THINGS I REALLY WANT TO BE, DO OR HAVE

After each item on your Dream List, articulate in one sentence **why**. This will eliminate those items which are frivolous whims but leave intact your serious goals and dreams.

<i>Goals</i>	<i>Why</i>

ADDENDUM

GENERAL GOALS PROCEDURE CHART	
Goal #1	Goal #2
Step #1 IDENTIFY YOUR GOALS	
Original Goal 165 lbs. - 34" waist	Get a "Better" Education
Step #2 MY BENEFITS FOR REACHING THIS GOAL	
More energy - less illness Look and feel better Longer life span Better endurance More productivity Better attitude and disposition More creativity Better example	Broaden and increase opportunities Improve self-image and increase relationships Increase income Improve security and knowledge Broaden personal, business and social life and contacts Improve discipline - peace of mind Increase happiness - confidence Enhance sense of accomplishment
Step #3 MAJOR OBSTACLES AND MOUNTAINS TO CLIMB TO REACH THIS GOAL	
Lack of discipline Bad weather - irregular schedule Love for sweets - lack of time Unhealthy eating habits Poor physical condition	Lack of patience - physical Exhaustion - financial costs Heavy family demands - lack of confidence (out of school 15-20 yrs.)
Step #4 SKILLS OR KNOWLEDGE REQUIRED TO REACH THIS GOAL	
Dieting knowledge and techniques Exercise and jogging procedures	Time management - positive attitude Patience - persistence - discipline Better money management Effective study procedures
Step #5 INDIVIDUALS, GROUPS, COMPANIES AND ORGANIZATIONS TO WORK WITH TO REACH THIS GOAL	
Dr. Ken Cooper, Dr. Randy Martin, Program Chairman - Laurie Magers, The Redhead	Family - employer - academic counselor - financial consultant - mentor
Step #6 PLAN OF ACTION TO REACH THIS GOAL	
Make commitment No bread or sweets except on Sunday Jog 125 minutes weekly Good breakfast - only fruit or healthy snacks after late seminars Eat well-balanced diet Drink 8 glasses of water daily Eat slowly and only at the table	Make commitment - organize time Practice self-discipline (cut TV time) Secure family support - schedule significant family time Listen to educational, inspirational recordings while driving Attend seminars Reduce meaningless activities Schedule study time daily Shape up physically for increased energy
Step #7 COMPLETION DATE	
July 1st	None - on-going goal

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GENERAL GOALS PROCEDURE CHART	
Goal #1	Goal #2
Step #1 IDENTIFY YOUR GOALS	
Acquire a new black SUV with leather seats	Be a loving, attentive, involved parent
Step #2 MY BENEFITS FOR REACHING THIS GOAL	
More dependable transportation Raise my sights and standards Improve job reliability Better attitude Increase travel opportunities Enhance social status Greater safety More comfort and fun	More happiness and peace of mind More stable marriage Better relationship with children, friends, neighbors and relatives Better career opportunities More old age security Enjoyment of future grandchildren Increase potential of children
Step #3 MAJOR OBSTACLES AND MOUNTAINS TO CLIMB TO REACH THIS GOAL	
Short of cash - Poor money management Present car has low trade-in value Income stabilized - inflation - mate disagrees Higher payments and insurance costs	Limited experience - Tight budget Heavy workload - Lack of patience Inadequate help or no help Alcoholic parent
Step #4 SKILLS OR KNOWLEDGE REQUIRED TO REACH THIS GOAL	
Money management - Automobile knowledge Dollar stretching techniques Information on how to buy and trade	Mental, nutritional, spiritual and physical information Read books on common sense, diplomacy, communication skills, time management, organizational skills Discipline Know something about being a "fixer"
Step #5 INDIVIDUALS, GROUPS, COMPANIES AND ORGANIZATIONS TO WORK WITH TO REACH THIS GOAL	
Family - Banker/Financier - Insurance agent - Employer - Investment counselor - Part-time employer - Automobile dealer	Minister - Employer - Family physician - Mate - Youth leaders - Educators - Parents - In-laws Neighbors - Parent support groups
Step #6 PLAN OF ACTION TO REACH THIS GOAL	
Get financial statement Record expenditures for 30 days Skip vacation and deposit savings Follow ads and bargain hunt Establish and control budget Get family involved in their new vehicle Take family "window shopping" to see dream vehicle Deposit savings every week in interest-bearing accounts Take temporary and limited part-time job	Read books on positive parenting methods Assign daily responsibilities Provide daily mental and spiritual input and direction Spend time daily talking, directing, teaching and encouraging Accept and love my kids unconditionally Give them daily doses of affection and approval Expect, teach and require them to do their best Discipline properly and consistently Admit when wrong and ask for forgiveness
Step #7 COMPLETION DATE	
January 1st	Intangible

ADDENDUM

GENERAL GOALS PROCEDURE CHART	
Goal #1	Goal #2
Step #1 IDENTIFY YOUR GOALS	
Step #2 MY BENEFITS FOR REACHING THIS GOAL	
Step #3 MAJOR OBSTACLES AND MOUNTAINS TO CLIMB TO REACH THIS GOAL	
Step #4 SKILLS OR KNOWLEDGE REQUIRED TO REACH THIS GOAL	
Step #5 INDIVIDUALS, GROUPS, COMPANIES AND ORGANIZATIONS TO WORK WITH TO REACH THIS GOAL	
Step #6 PLAN OF ACTION TO REACH THIS GOAL	
Step #7 COMPLETION DATE	

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Plan your goals weekly and work on them daily! Ziglar has an incredible tool called the Performance Planner™ that helps you set, record and achieve your goals. You can learn more at www.ziglar.com.

REACHING YOUR GOALS

(To be *carefully* read at the end of *every* week.)

1. Make the commitment to reach your goal. “One person with a commitment is worth a hundred who only have an interest.” - **Mary Crowley**
2. Commit yourself to detailed accountability. Record your weekly activities and list the six most important things, in the order of their importance, which you need to do tomorrow. Daily discipline is **the** key to reaching your goals.
3. Build your life on a solid foundation of honesty, character, faith, integrity, love and loyalty. This foundation will give you an honest shot at reaching any goal you have properly set.
4. Break your Intermediate and Long-Range goals into increments. Examples: I lost 37 pounds by losing 3.7 pounds each month for 10 months, or just 1.9 ounces per day. I wrote *See You at the Top* (348 pages) by writing 1.26 pages per day, every day, for 10 months. (By the mile it’s a trial, by the inch it’s a cinch!)

ADDENDUM

5. Shape up mentally, physically and spiritually. It takes energy, mental toughness and spiritual reinforcement to successfully deal with life's opportunities, and to reach your objectives.
 - a. Motivation is the key and a positive attitude is a must, so on a daily basis you should feed your mind with good, clean, pure, powerful and positive material by reading good books and listening to motivational, educational and inspirational recordings. Regularly attend personal growth seminars or industry-related training lectures and training programs. Remember, what you do off the job is going to be a determining factor in how far you go on the job.
 - b. Take care of your physical health – proper diet, reasonable sleep, exercise, and eliminate the poisons (alcohol, drugs and tobacco).
 - c. Don't let others rain on your parade – or don't be a SNIOP (**S**usceptible to the **N**egative **I**nfluence of **O**ther **P**eople).
6. Be prepared to change. You can't control the weather, inflation, interest rates, Wall Street, etc. Just remember that, at this point, your goals have been **carefully** (and, I hope, prayerfully) set, so change your decision to go, carefully, but be willing to change your direction to get there as conditions and circumstances demand.

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7. Share your “give-up” goals (give up smoking, being rude, procrastination, being late, eating too much, etc.) with many people. Chances are excellent they are going to encourage you. Share your “go up” goals (be #1 producer, write a book, graduate with honors and be the class valedictorian, etc.) only with those rare people you strongly feel will give you support and encouragement.
8. Become a team player. Learn to work with a team, such as your family, corporate associates, etc. Remember, “You can have everything in life you want if you will just help enough other people get what they want.”
9. See the reaching. In your imagination, see yourself receiving that diploma, getting that job or promotion, making that speech, moving into the home of your dreams, achieving that weight loss goal, building that financial nest egg, etc.
10. Each time you reach a goal, your confidence will grow that you can do bigger and better things. After accomplishing the goal, record the event and cross it off your Things I Really Want to Be, Do or Have sheet.

CRITICAL: *Immediately set a new goal and work that new goal through the General Goals Procedure Chart.*

ADDENDUM

11. Remember that what you **get** by reaching your destination is not nearly so important as what you will **become** by reaching your goals, because what you will become is the **winner** you were born to be.

NOTE: Since motivation is critical in the goal-setting and goal-achieving process, it would be helpful if you had our series on goals or our complete “How To Stay Motivated” series.

**IF YOU WANT TO REACH YOUR GOAL,
YOU MUST FIRST SEE THE REACHING IN YOUR OWN MIND
BEFORE YOU ACTUALLY ARRIVE AT YOUR GOAL.**