

Goal Accomplishment

By Jim Mall

If I was ever given the chance to give a commencement speech, this is the talk I would give. It wouldn't matter if I were addressing graduating kindergartners or PhD's. When you learn the principals of goal accomplishment and apply them to any and every aspect of your life, you can accomplish anything. But, don't confuse activity with

accomplishment. I make this statement because I see so many people that are busy. I mean busy doing everything and accomplishing nothing, other than being busy. I talk to agents all the time that tell me how many calls they have made and no one answers the phone. How many doors they have knocked on and no one is ever home. How many miles they drive and still don't accomplish their production goals. Why is this?

Give this some thought. Our world is consumed by sports. Lets look at the game of soccer since this game is known and played the world over. How exciting would it be to watch this game or play it, if they took away the goals? All you would have is a bunch of people running around kicking a ball. What if you took down the goals at a basketball game, same conclusion. So why is it so hard for people to set and accomplish goals in life, when we love to see other people accomplish their goals, even if it is only someone kicking a ball into a net?

Without the process of goal setting and goal accomplishment, all we are is busy.

I have read many books and listened to many audio programs on goal accomplishment and I feel this information has helped me succeed at the levels I have, all my life. We all have things we want to accomplish in our lives, be it wealth, weight loss, learn a new hobby, or bake a new dessert.

Without a specific plan, these things we want to accomplish are nothing more than wishes and dreams, we will not accomplish anything. In order to accomplish anything in life we must take our wishes and dreams and change them into goals. This is a very simple three-step process. The first step is to write down what you want to accomplish. The second step is to create a plan of action to accomplish this goal. And the final step is to get to work. It all sounds so simple, but why do so many people fail at so many things in life? Lets find out!

Years ago the Harvard School of Business did a 10-year study of their MBA graduates by asking one simple question. **"Have you set clear, written goals for your future and made plans to accomplish them?"** The answers to this question were not real amazing. They found that 3% had written down their goals and had a plan of action. 13% had goals but not in writing and 84% had no specific goals other than to graduate and hopefully get a job. Ten years later the results were quite amazing. The 13% who had goals, but not in writing, were earning twice as much as the 84% with no goals. The 3%, who had clear, written goals and a plan of action to accomplish their goals and were working on that plan, were earning on average **ten times** as much as the other 97% **combined**.

The only difference was clear, specific, written goals and a plan of action to accomplish their goals. So what is the key to success?

Setting goals, working to accomplish them day by day, and ultimately achieving them is the key to success in life. Goal setting is so powerful that the very act of thinking about your goals will get you fired up. So lets take these three simple steps and see what we can help you accomplish in your life.

The first step is to write down what you want to accomplish. This seems so simple but very few of us ever do it. I have read about, and have been told of, so many success stories of people that have written down some goals, put the paper in a drawer or file and forgotten about it. Sometime later, in many cases, years later they find this goal list and most every goal on it had been accomplished. So the first step is powerful and required, but there is so much more we can accomplish.

Step two is to create a plan of action. This is nothing more than a recipe, or a blueprint. A road map. Another job I had during my college years was in construction. We worked off of a blueprint everyday. In the old days before GPS navigation systems, we used a road map to get us from point A to point B. Point being, you have to know where you are going and what you want to accomplish or you will have no idea what you have done or where you are.

The third and final step is to work everyday on your plan. This process is easy to see everyday in your life. Anytime you watch a new building go up or a house being built you see this process in action. Even something as simple as baking a cake from a recipe is the same process. The big difference is very few people will actually take the action steps required, for as long as needed, to accomplish what they want to accomplish. Look at all the weight loss and exercise programs that kick into high gear right after the New Year. But in March, everything has calmed back down and most people are right back into their old habits. Whatever you want to accomplish, you can, by following these three simple steps. So easy to do. Yet many people wonder what happened to their lives and why they never seem to accomplish anything they really wanted to accomplish.

Because it is so easy, not to do. So let's put together a program that will enable you to accomplish anything in life you want to accomplish.

Let's do something a little different and start at the end. In order to accomplish something you need to know what it is and or what it will look like. Think about building your dream home. This first thing you would do is find or have a picture drawn of what your finished home would look like. From that picture an architect would be able to draw you a blueprint that would enable your contractor to build your dream home. The blueprint would be a page-by-page, step-by-step process to complete the final project. Your goals must be the same.

As we begin step one, writing down our goals, we need to write down what we want to accomplish at the end of this process and be very specific.

For example, we cannot be vague and say I want to be wealthy. We cannot be vague and say, I want to lose weight. We must be specific in our goal writing and say; I want to earn one hundred thousand dollars in the next twelve months. I want to lose twenty pounds in the next six months. For some reason, when we have deadlines to meet, we get it done. Think about your life, how you can procrastinate on a project until you have two days to get it done and then you are all over it. I remember getting the assignment for my high school term paper six weeks before it was due and putting it off for five weeks.

Being specific in our goal writings help us create a forcing system.

Our subconscious mind works really well when we have clear, specific tasks and firm deadlines. We all need a forcing system in order to accomplish anything in life, without it we tend to procrastinate.

You feel excited and happy anytime you are working toward the completion of a goal. Think about the times you have set and accomplished a goal, the energy you created and the feeling of accomplishment you have. In your business, every week you hit your production goal and end on a sale, it gives you the energy needed to keep this business running. You will get the feeling of a winner every time you accomplish a goal. When you do this time and again, you develop the habit of accomplishing your goals. When this habit locks in, your life will begin to improve in ways you cannot imagine. It is almost as if life and our business rewards us for everything we do that is positive and goal driven. At the same time, we are penalized with stress and dissatisfaction when we fail to do the things that will move us toward goal achievement.

Peter Drucker once said, “We greatly overestimate what we can accomplish in one year and we greatly underestimate what we can accomplish in 5 years.”

This is probably one of the biggest killers of dreams and goals. We do just what Mr. Drucker stated. We set huge, out of this world goals, can't figure out how to even get started and lose all our energy. The best way to overcome this is to set small goals on your way to achieving your large goals. Break everything down into bite size goals, then achieve, achieve, achieve!

When you are in the process of writing down your goals, you MUST set a deadline. This is the best guess on when you will hit your goal. Be flexible on your time, not on your goal. Barry Miller says, “Set your goals in concrete, your plans in sand.”

What gets measured gets done. The big fear we all have is not accomplishing our goal in the time we allotted to do so.

No one in my business or life has ever been shot because they failed to accomplish a goal, but society labels this as a failure and that is a hard pill to swallow. Realize, as long as you are working to accomplish your goal, it shouldn't matter how long it takes. The only reason you ever fail to accomplish your goals is you stop trying.

Dr. Joyce Brothers said, "The person interested in success has to learn to view failure as a healthy, inevitable part of the process of getting to the top."

If you want to accomplish anything in life, you are going to have some failures and setbacks. Thomas Edison failed hundreds of times before he invented our light bulb. He never looked at any of this as failure, Mr. Edison looked at it, as a process with failure being a part of the process to inform him he needed to change something.

So, in essence, to be successful, we need to become problem solvers. Successful people think in terms of solutions all the time. Success can be described, as the ability to solve problems. Problem solving is a skill and any skill can be learned. The more you focus on solutions, the more and better solutions will come to you. Most people focus on the problem and the discouragement it brings. You have the ability to solve any problem and overcome any obstacle if your desire to achieve your goal is strong enough.

I hope you now realize how important and powerful it is to write down your goals in a specific fashion with clear deadlines.

Another very important principal to success is to associate with the right people. These are people that you like and want to be like someday. These are people that want your success as much as you do, maybe even more. Who do you talk to everyday? What are they saying or doing to you and is that OK?

What do these people do in their spare time? What books do they read? Do they have good habits and make healthy choices or bad habits and un-healthy choices? This is a critical set of questions. Every week we are going to be bringing successful people from all walks of life to this education system. We will be talking about the philosophy and law that, we become what we think about the most. That what we think about expands in our consciousness and in our lives. That is why; whom we associate with, who we talk to daily is so important.

Jim Rohn says, “You become the average of your five best friends.”

Think about that. Income, weight loss, fitness, spirituality, goal accomplishment, everything! If you hang out with people that go to the gym everyday to workout, I’m going to guess, you will be in pretty good shape. If you hang out with people that earn over six figures, you will probably be earning over six figures. Get the idea.

Ever notice the rich and the poor do not live in the same neighborhoods, WOW!!

What a shock!

Successful people tend **not** to hang out with people making minimum wage in dead end jobs. Successful people don’t hang out with people who have no direction, ideas or goals. Smokers tend to hang out with smokers. Happy, positive people tend to hang out with happy positive people. This is not a surprise and it is not a coincidence.

The point is, surround yourself with people who share the same values, principals and philosophies that you do, or that you **want** to.

Surround yourself with smart, happy, enterprising people.

Remember, you become what you think about most of the time. You will tend to act and react like and emulate the people you surround yourself with.

Make wise choices, they can make or break everything.

Plan of Action

Now, lets create a **plan of action** to accomplish your goals.

One of the greatest skills of success, will be your ability to set goals, make a plan of action, and work that plan to the point when you attain your goal.

You must break your goals down into planned, specific steps.

You must know where to start, you will want to find a mid point and of course you **MUST** know when you have crossed the goal line. You must have clear, specific deadlines. Ever notice when the quarterback hands the ball to his running back and the running back jukes and dodges his way into the end zone, what he does? He stops running and celebrates. Realize, goals also create a stopping point.

You can learn this skill, and when you do, it will make you one of the most effective and successful people in your business, and in life.

Creating a plan of action requires, again, starting at the end then breaking it down from the end result you want until it is manageable. Use past selling experiences to create your plan. If you want to submit two hundred thousand dollars in premium over a twelve-month period, you must break this down to what is manageable. You cannot accomplish this goal in thirty days. If you plan on working fifty weeks per year then we know you need to create four thousand dollars every week you are working.

Depending how many days you work each week you can break it down from there. A four-day workweek means we must create one thousand dollars every day you are working. If we look at past production experience and you are averaging forty to fifty dollars per sale, you will need to make two sales everyday if you are working four days. If you are working three days you would need to write thirteen to fifteen hundred dollars per day. This breaks down to three sales per day. If you want to work two days per week and maintain the same production goal, you would need to write two thousand dollars per day, which converts to four sales per day. Most agents will close fifty percent of the prospects they get face to face with. With this in mind, you would need to set eight appointments both days you are working every week. This also sets a premium dollar goal for you in every face-to-face interview you have. My goal is to leave every sale I make with approximately forty to fifty dollars in monthly premium. I accomplish this goal in the majority of the sales I make. Goal setting works!

Successful people talk about the role of intelligence when they talk about goal accomplishment. The role of intelligence in this process is not about what you know, it is more about a way of acting. Acting intelligent is defined as, anytime you are working towards accomplishing your goals, you are acting intelligent. Anytime you are not working toward accomplishing your goals, you are acting stupid. We all know stupid acting people; don't get caught in this trap!

Clear your workdays so your focus is on goal achievement and nothing else.

Work on getting really great at the things that move you toward accomplishing your goals and create the good habits that account for your success.

Each time you accomplish a goal you experience a burst of elation, enthusiasm, heightened self-esteem and confidence. You feel more energized, more in control of your life, ready to take on any and all new challenges.

Our minds are like muscles, the more you use them the stronger and more efficient they become. Exercise your mind by thinking about how you will accomplish your goals and solve problems. Focus on the solution, not the problem. Successful people are intensely solution oriented. We all have problems and setbacks, how do you react when this happens? Problem solving will help you get through these frustrations and be more organized.

Get to Work!

We have written down our specific goals with deadlines, created a plan of action to accomplish these goals. Now we need to **get to work**. Remember the three percent from Harvard. They worked their plan everyday.

Many people write down their goals and even make a plan of action to achieve their goals but unfortunately, most never follow through and work the plan to accomplishment. Lets go back and build your dream home. After you found or had a picture of your dream home designed, then had that picture drafted into a step by step blueprint, what are the chances of you living in that home if you don't hire a contractor to put the blueprints into action. I love to see new buildings being built because it always reminds me of this entire process. They dig a hole in the ground and get to work. Everyday workers are all over the job site, doing something. Seems like forever until we see the basement walls finally come out of the ground, then the building walls go up and the roof gets put on.

This is not an amazing process, we see it happen everyday. If you will apply the same work ethic to your goals and dreams, you will not fail. Most people fail on their goals because they don't work the plan to completion.

So the first plan of action is to work on your goals, every day. This is difficult because we all want success, yesterday. Be patient. Cal Ripken received the "Ironman" award for the most consecutive baseball games played. He said, "I just did what every other hard working person does. Got up and went to work, every day." So why are some people more successful than others? Successful people are very action oriented. This creates the momentum principal and puts it into action. It is really hard to get a freight train rolling, but once it gets going, it is really hard to stop it. Working on your goals everyday is difficult; if you break it all down into small attainable steps then increase those steps you can get your train rolling. When you do get it rolling, do not let it stop. Work on your goals every day! Don't get discouraged with this statement. I don't physically work on my goals everyday, but I do something everyday that helps me attain my goals when I do get to work. Cal Ripken didn't play baseball three hundred sixty-five days every year. Many times you will be working toward accomplishing your goal by spending two days at an educational seminar learning to be better at what you do. Even the best lumberjack in the forest spends some time every day sharpening his ax. Manage your time well because there is a direct relationship between good time planning and high income. We all have the same twenty-four hours in our day, what you do with yours will determine how many of your goals you will accomplish. Never set long-term goals without short-term goals to break them down.

Monthly or yearly goals will kill you without creating a daily and weekly plan of action to accomplish your long-term goals. This will eliminate procrastination. Keep applying the momentum principal to your life and all your goals, achieve, achieve, achieve! What this ultimately means is that you will never give up on accomplishing your goals. Burn this thought in your mind that, you will never give up. Your most memorable accomplishments will come after everything and everybody has told you that you cannot do it. When you are in the business of selling, your most memorable sales will be the result of your persistence. As you learn to fight through the difficult days and circumstances, while you accomplish your goal, you are creating tracks of success that will carry you to accomplish goals you never thought you could accomplish.

Ann Landers said, “If I were asked to give what I consider the single most useful bit of advice for all humanity, it would be this: Expect trouble as an inevitable part of life, and when it comes, hold your head high. Look it squarely in the eye, and say, I will be bigger than you. You cannot defeat me.” This is the kind of attitude that leads to victory!

Learn from your mentors. The people that have mastered your business. The successful people in your life. Ask them about all the times they have been scared and frustrated.

You will find they have the same fears and frustrations you have. There is nothing wrong with thoughts of fear as long as you control your fears with courage and action.

Remember, we become what we think about most of the time. Action is everything. All the advice in the world and all the education you can get will not help anyone who will not take action.

The momentum principal is created when you start, to keep it going you must have persistence. This comes from self-discipline. Self-discipline means you have to find the fight and willpower to do what you don't want to do when you must do it, even when you don't feel like doing it. Self-discipline is the character trait that gives you the ability to follow through on a goal long after the enthusiasm has passed.

Its not what you learn or know that is decisive for you future. It is whether on not you can discipline yourself to pay the price over and over again, until you finally attain your goal. Every time you persist through the difficult days in selling, the no shows, cancelled appointments and rude people, you create the habit of persistence. You create pride in yourself and belief in what you are selling. You raise your self-esteem and strengthen your character and your personality. You create more self-discipline and personal strength. You develop a quality of success that will carry you forward over many obstacles that life and the business of selling will throw at you. Successful people in all walks of life are all characterized by unbelievable willpower and amazing persistence. Persistence will become one of your greatest assets. You will have frustrations and setbacks. Passion for your goal achievement will pull you through. Many of your greatest successes will come one step after everything inside you says, give up. These are the sales no one else is making. These are your war stories. Our business will always be profitable for the people that learn to persist.

What you will never know and do not see, what most people never have the joy of experiencing, is the power and elation that you feel when you fight through the difficult times and attain your goals.

Persistence is the ability to keep doing what you know creates success, over and over again until you finally get to feel the victory. Remember that goals and the ability to attain them, give you a reason to get to work, to accomplish anything in life you want to accomplish.

Don't forget that goals are also a stopping point. As you accomplish your goals, remember to stop and celebrate, many times this may only be for a minute. On the big goals, really cut loose!

There you have it, a simple three-step process to create the most amazing principles of building a blueprint to your success. Writing down your goals in a specific fashion, creating a plan of action to accomplish your goals, then working that plan everyday. This tried and proven plan will give you the ability to accomplish anything you want in life. You must constantly work on these principles and put them into your daily business and personal life and you will be able to, not just get a life, you will be able to create YOUR life. Don't let anything stop you now. In the famous words of the Nike shoe company, **JUST DO IT!**

So, keep listening and keep learning in all aspects of your business and your life.

Remember, our goal is to help you become, "Simply the Best!"

Thank you!