

VISION AND GOAL SETTING

Creating a Professional Practice

Your Vision or “Why”

- * Why = 80%, How = 20%
- * Provides purpose at an emotional & visceral level
- * Greater connection to “Why” helps overcome fear-based inertia ($Y > X$)
- * Clarify **essence** of vision, remain open to outcome
- * Think of this as a **movie script**: “A Day in the Life of...”

Building Belief

- * Belief = Habit of thought or action
- * Belief systems are built by habits of mind
- * Read vision and goals DAILY
- * Enables shift from old paradigms to belief congruous with desired vision

Why set goals?

- * Self brain-washing
- * Places energy on desired result
- * Discretizes nebulous or daunting tasks
- * Law of Attraction
 - * “Thoughts are things” - Napoleon Hill
 - * Three Treasures: Shen => Qi => Jing

Why are goals not achieved?

- * Self sabotage
 - * FEAR (of failure, commitment, success?!)
 - * Ambiguous goals
 - * Unrealistic timeline with given resources
- * Fear/stress is **artificial**
 - * Redirect toward more empowering entities
 - * Fear of loss often most compelling

How to set goals

- * Dream BIG! Imagine if...
- * Engage all senses (VAK)
- * Think from end, then walk backward
- * Find out how others have achieved what you want
- * Chunk it down into digestible chunks
- * Formulate desired outcome statements



*“Most leaders
begin as followers.”
- Napoleon Hill*

Chunking it down

- * Mind map/brainstorm
 - * No judgments!
 - * Consider all aspects around a central theme
 - * Add branches to each main theme
 - * Make connections between branches
 - * Sort, group, prioritize

Formulating goal statements

- * Complete sentences
- * PRESENT tense
- * First-person
- * **Positive** language (no “no’s”)
- * SMART statements
 - * Specific
 - * Measurable
 - * Attainable
 - * Realistic
 - * Timely

Example goal statements

Instead of...	Reword as...
<i>I have no debt.</i>	<i>I pay my credit card balances in full each month. I have 100% equity in all assets.</i>
<i>I do things that make me happy.</i>	<i>I exercise at the gym 4x weekly and meditate daily.</i>
<i>I plan to have an ideal location for my practice.</i>	<i>I have a lease (or own the building) where I maintain my practice.</i>
<i>I have lots of clients.</i>	<i>I see an average of 8 clients (with a maximum of 10 clients) per week.</i>
<i>I make plenty of money.</i>	<i>From my business(es), I earn \$10,000 per year (or month, or week).</i>