

**Resolutions are for
losers...**



**Goal Setting is
for Winners...**

WHAT DO YOU WANT?

Anyone can make a “New Year’s Resolution” but how many of them actually stick?

And are the ideas you have for changes you want to make, the things you “really want”?

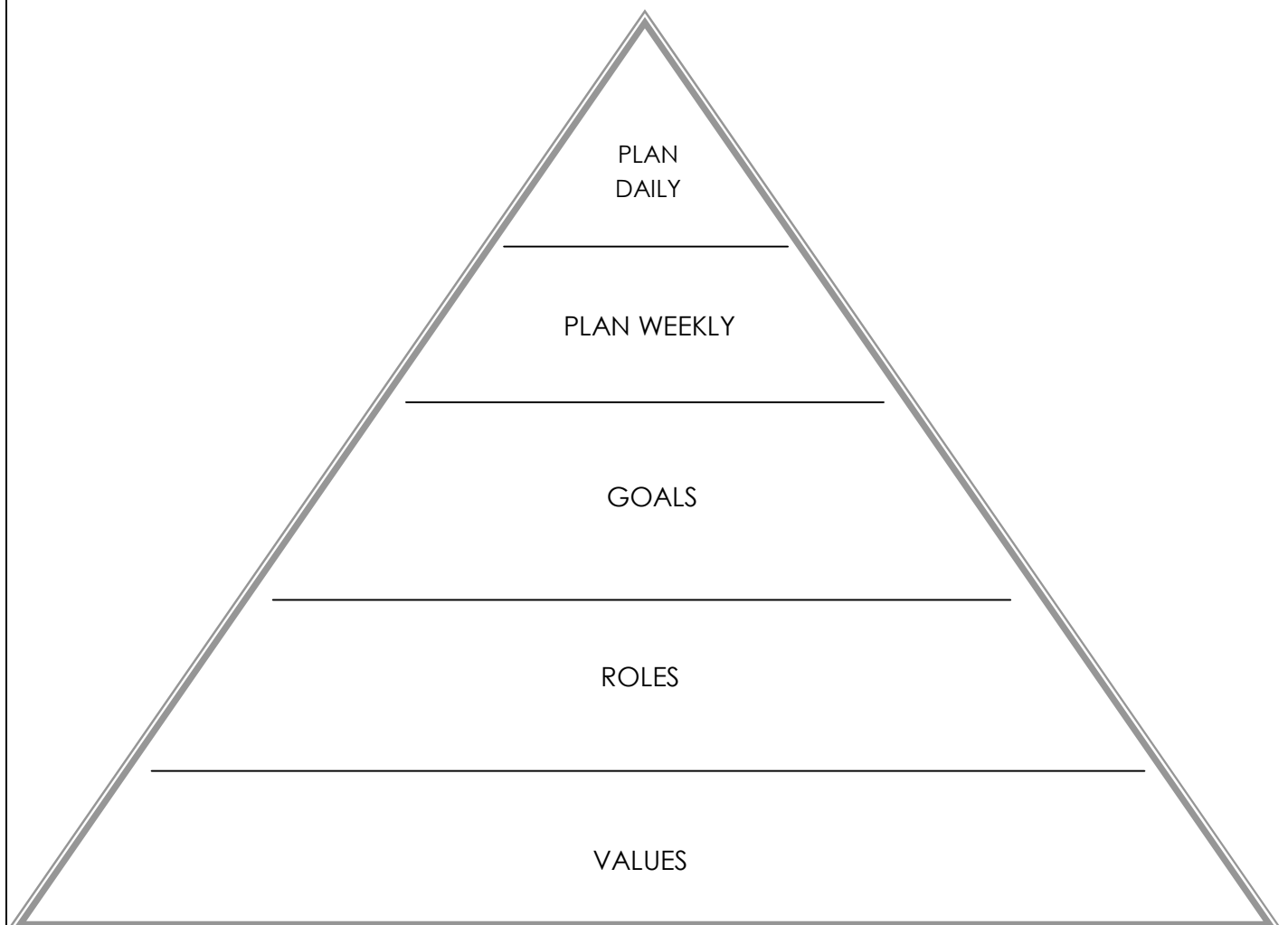
Or are they things forced upon you by others, things other people are doing?

Most importantly, do they really matter to you?

Any change you want to make, anything you want to obtain, and habit you want to break, they are all attainable. They just need the right system to put things in motion.

That is what this document is about, simply giving you a system you can use now, and every week, to identify the things that are most important to you and then to get them done on a daily basis.

Winners 2000 is going to introduce you to the Productivity Pyramid and show you how to use it to make 2012 and beyond, the most balanced, fulfilling and happiest years of your life.



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What is the Productivity Pyramid –

No one can move a pyramid, nothing can weaken it. A pyramid gets its strength from the bottom, the base, just like we do. Much of our strength comes from our base, or in our case, “Our Values”. Put simply, our values are the things we believe about ourselves, the things we need to believe for us to be “happy in our own skin”. They are the things we would want people to say at our funeral, or when they are talking about us at a dinner party.



VALUES

Your Values also help set up strong filters for how you are going to make important decisions in your life, like where you are going to spend your time, who is important to you, and perhaps most importantly, the things you are not going to do (a NEVER TO DO LIST is now being used by many of the top business experts in the UK, see “In Search of Excellence and Good to Great publications for more information).

Once you have established your Values, how you are going to live your life, then you get into the Roles you have to live every day.

In the 21st century the most common issue that arises from working through this pyramid, is how many people have lost sight of everything except work. They have got caught up in the day to day rat race and their identity is now more about the work they do than the people close to them, or their hobbies or contributions in the community. The phrase we use is “what they do has become who they are”.

Often working through this process can be very enlightening, and stress relieving. People often leave this session and go directly to buy a loved one a present, or take them for a walk, or play swing ball with their children. They also realise that they have spent too much time focussed on one role, and not enough on another. Identifying roles allows people to view their life in a far more balanced way, which long term leads to a happier and more productive life.



GOALS

Once each of these Roles are established, you move up the Pyramid, to the “Goals” level. At this stage, you take one role at a time and list all the goals you have for that Role of your life. An example maybe in the role of “Parent” to spend 1 hour per week of total quality time with each child, with your phone turned off, and doing whatever they want to do, with total focus on them. In your Career Role you may set the goal of turning off your computer at 6pm and being in bed by 9pm so you wake each day recharged and are better able to deliver at work the next day. These goals can be both short and long term and they shouldn't be focussed on what you really want in that area of your life.

You will see we have attached a “Goal Planning” sheet to this document. That sheet can be used for every single goal, where you list the goal, “What you want” and then brainstorm the actions that you need to undertake to make it happen.

At this stage it is really important to stress that for all the thinking and planning, nothing changes without massive action on a consistent basis.

Many books and texts today refer to the law of attraction, how thinking positively changes everything, I don't strictly agree with that. Whilst I do agree with the concept of positive thinking, and believe that the law of attraction is relevant, I don't think it is sensible to assume that just thinking something is going to make the changes you want. Thinking about something should have an effect on your day to day activities, but it is the physical process of “Taking Action” that is the most important.

For each goal, you may have 1 or 100 steps that you need to get done. Once you have brainstormed these actions, and got them onto the Goal Planning sheet, you have created the “steps” you need to climb to achieve your goals. Those steps can only be climbed one at a time, so make sure you really do break them down into small tasks.

For example, if your goal is to build a new website for your business, your steps may include a 30 minute planning session on your outcomes, a 2 hour research session of similar sites on the net, a phone call to 3 people whose opinions you trust, an hour reviewing those findings, then contacting 5 different suppliers of websites and fixing meetings with each of them to get their ideas. You see how each of those steps is critical?

In my experience, one of the things that stop people from getting things done is that they don't effectively break the steps down, they would just write on a list “Get new web site”. Then when they come to tackle this task, it feels so big that they are intimidated, they turn away from it and think “I'll do that tomorrow”. Where as if the task for today is simply “spend 2 hours on net looking at other sites” it is far more doable.



PLAN WEEKLY -

Next, you have to start to get these ideas, actions, into some sort of planning system, like a Diary or better, a Franklin Covey Planner. You should list in that diary/planner the actions you are going to undertake each day of the week. This should be done at the same time each week, at the start of each week, so you have plans for each day.

Be careful not to overload each day, allow some time for things that are unseen to happen, that is just reality, I call it “Dealing with STUFF”, or something like that (slightly shorter word starting in S and ending it T!!!). It will always be there, so expect it, legislate for it, and if it is important, then do it. If it isn't important, then don't let it knock something more important off the day's tasks.



PLAN DAILY -

The final level of the Pyramid, the “Plan Daily” is really a 15 minute daily assessment of what task you are going to do and when you are going to do it. For example, some of the tasks may not get done, there may not be enough time, so make sure you start each day by defining what is the most important.

For example, “Take son swimming” maybe something that is mega important, but could easily get lost in the mud of phone calls and emails, that are nowhere near as important long term, they can wait. So the “Swimming” would get an “A” priority for the day, where as “Deal with Correspondence” would only get a B, and have 20 minutes allocated twice a day, no more than that.

The real art of planning daily is to keep “The Main Thing the Main Thing” and that is where the challenge arises. Keeping your eye on “What you Want” when so many people will be telling you how “urgently they need something” or how “this has to be done by 5pm”. Does it? Those people may think of it as important, but is it important to you? To the things you really want and the things that make you happy? Is the report as important as the children’s swimming lesson?

You will probably begin to recognise that certain people in your life are actually very bad for you. They are “selfish” with regards to the demands they put on you, they have no consideration for your overall well-being. Colleagues and employers are often more interested in a short term tick on a list than the overall long term success of their business.

I’d recommend that you do your daily planning the night before, so you can go to bed with a clear mind and wake up with an idea of exactly what you are going to tackle that day. I think one of the biggest causes of anxiety and stress is to not actually start the day with any clear objectives, but to just let the day “happen to you”. Don’t fall into the trap of spending all day checking emails on a smart phone, don’t become “Reactive” in your actions every day, fire fighting things that are important to someone else, not to you. Define you’re most important objectives and proactively pursue them each day.



WEEKLY RENEWAL -

This isn't a process that is "one and done". No way. This process should be reviewed every week. It is unlikely your Values and Roles will change much, if at all throughout the year and the goals will probably stay very similar. So reviewing them usually takes about 2 minutes. The real time you need to take is in taking the actions from the Goal Planning Forms for each of the goals you want to work on in the coming days, and getting them down into your diary/planner. From there, get in the habit of that 15 minute planning each day, to set up a productive next day.

This stuff works. This process of defining WHO YOU ARE, WHAT YOU WANT, and HOW YOU ARE GOING TO GET IT, is very empowering and inspirational.

By adding strong reasons, "Leverage" to each goal, by associating it to each role in your life, the motivation increases 100 times over, meaning you get more done, you feel better about it, and all the negative feelings from overwork and loss of productivity are gone for good.

I really hope that you commit the time to this process as I know it will make a real difference to you in the coming year. Our goal at Winners 2000 is very simple, "To improve the quality of our members lives". People's perception about us as a gym is that we just focus on the physical improvements, but nothing could be further from the truth. We take a very holistic approach to all our members gains, meaning we recognise how in most cases, aside from the exercise and diet programs we design, members have a set of lifestyle factors that need some "tweaking" in order for them to get "What they want" and for us to deliver our mission.

If you have any questions about the Pyramid, and the notes in this document, please feel free to contact me directly to simon@winners2000.co.uk. Additional reading suggestions and references are included at the end of this document.



Who are you? Who do you want to be?

Your values –

List the values that you want to live your life by. You maybe are already living by these, or maybe you have some work to do. List the words, words that have power to you, by which you wish to be defined. Examples could be:

Humble
Driven
Hard Working
Family First

I would suggest you list a minimum of 3, and a maximum of 10. You may want to strengthen this Value by adding a Clarifying Statement to it, such as "Hard Working – No matter how hard things get I always work hard on the things that are important to me".

Take no longer than 5 minutes to complete your Values Clarification.

Value

Clarifying Statement

1

2

3

4

5

6

7

8

9

10



You're Roles, what you do.

List every role that is important to you in your life, the hats you wear, the duties you perform and the responsibilities you want to ensure you live up to.

Examples of "Roles" could be –

Career, Parent and Partner, Health and Physical, Contribution, Friend, Personal Development.

If you want to, add a short sentence that has meaning and power to you then do so. An example would be:

"Friend – I have time for the people who are important to me and I am always honest with them, they know they can rely on me".

Often, just identifying the role will create a powerful enough association in your mind that any additional explanation is not needed. Remember, this is for you, no one else.

My Roles...

1

2

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Your goals, what you want.

Now for each role that you have identified for yourself, taking one at a time, list the goals that you have in this capacity. They maybe long term huge goals, or simply short term weekly goals, things like "Make the gym 3 times this week". Whatever is important to you, list them all here.

An example could be:

Career – I earn £45000 gross in 2010.

Physical and Health – I sleep brilliantly in 2012 and have a blood pressure within the safe range.

Role

Goals

1

2

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Run an Ecology Check, is this really you? Is this really what you want?

Before we get into the nuts and bolts of creating daily actions, go back and review your list of goals. Check they are REALLY what you want, and just as important, check they do not conflict with your values or affect your ability to achieve an even more important goal.

An example of a conflicting goal may occur between say your commitment to your career development and the time you know you need to spend educating your children. When conflicts like this occur, you need some time to think through what you really need to do most, and to confirm what is "most important". Remember, if everything is important, nothing is important, you have to make a distinction.

You need to step back for a moment and filter the things you have listed; strike through any that you think may conflict with who you are and what you want. .



Run the steps and deadlines process, break down your goals into doable chunks, single steps that you can commit to your diary or planner.

For each goal, use the "Goal Planning" document at the end of this text, and complete the following (print as many as you need to cover all the goals you have):

List every single action that you can think of to make that goal a reality. Every single minute action, write it down. Try and work in a sensible order, from today forward. No matter how small the action may seem, if it needs to be done, write it down.

Once you have the items listed, simply give them an order, starting at number 1, with the first thing you need to do, and number each until you come to the end. Then, give each step a deadline, a sensible timeframe in which you are going to complete it.

You have now created an action plan, steps to follow, and deadlines to do them by.

This process can take time initially, the first time you complete this process. It is likely that at your weekly renewal stage, when you review this work, there will be very little change, very little time involved in adding new targets. You will simply need to take the actions from the list and get them into your diary/planner.



Give power to your goals –

At the very bottom of the Goal Planning Page you will see we have added a section called “Get Leverage”. Many times people set goals but do not associate enough PLEASURE to their achievement, or enough PAIN to their failure. This process is one of the keys to building the motivation to actually get the small daily steps completed. Adding serious leverage, getting emotionally attached to the completion of the goals, is really what separates goal setting from goal achievement. The leverage makes the goal a CONVICTION, something that cannot be stopped. For each goal, you need to give yourself real power, deep enough reasons, to stay committed and to follow through even when times are tough and you are challenged.

For each goal, you are going to add:

“What will it cost me if I am unable to achieve this goal? What will it mean to me personally, to my family, to my financial situation, to my friends, to my future?”

This is simply adding PAIN to non-completion of the goal.

Next you add the pleasure:

“If I can achieve this goal, what feelings will I get, what will it mean to me and my family? How will it affect me financially, what opportunities will it give me in the future, how much do I really want this?”

Add real pleasure to the achievement of this goal.

Without getting overly technical, the human mind is always pursuing something, whether we are consciously aware of that or not. If you don't direct it, often the things you are pursuing unconsciously are just those that seem to be pleasurable or seem to avoid pain. Once you give direction to your mind, confirm the things you want, and why, add some leverage, then the things, ACTIONS, that you undertake on a daily basis change with no need for will power or effort. Try it.



The Rubber hits the road; it is your planning and organisational skills that determine whether you can be a goal achiever.

You have now established a list of value, roles and goals, plus begun to break them down into small steps.

SO WHATS NEXT?

TAKE ACTION...

At this point in the exercise, you should immediately commit these actions to your diary or planning system. Enter the actions onto your task list for that day. Don't overload yourself, be realistic, there is only so much time in any day, and you are always going to have events come up, work that needs to be done that you never expected, so set yourself up with a realistic amount of actions to carry out each day.

Take the first actions from your Goal Planning page and commit them to a task list, or straight to your planner.

If you don't have your planner or diary with you, simply begin a list of Next Action Items on a blank sheet of paper that you can then enter to your planner when you are next able to.



Regular Renewal, you need to complete this process every week.

This process is a great investment of your time. All too often you talk about “what you will do when you have time”. You always have time; you just need the WILL to commit to taking control of it, doing the things that YOU SAID were important to you, being a goal achiever, not a goal setter.

Set yourself 1 hour per week at a time you know you can be alone and quiet, to undertake this whole process again. In real terms, the work that you actually need to do each week is generally just making new actions, and adding them to your diary/planner. The Values, Roles and Goals rarely change; it is just a case of assessing WHAT YOU NEED TO DO RIGHT NOW to make these things happen.

Sitting down once in January and listing goals is not going to get you where you want to be. It is a great start, now you need to do it every week so you stay on track.

One of the key concepts I have always taught to any athlete or client I have coached is to be “Next Practiced” focussed. This simply means to be focussed on the next thing, not the thing 100 steps away. Just focus on the next thing, the thing you can control, what you are doing right now, and do it to the best of your ability. Then get onto the next most important thing, and so on. I have often referred to “Circle of Control versus Circle of Concern”.

Working in this way not only allows you to be more organised, but it increases the feelings of satisfaction on long projects, that may take years to complete, as you get the feeling of satisfaction from completing that single action. One of the biggest reasons I think people fall short of their goals is that often the end result can seem so far away that they lose connection to it. They haven't broken the steps down into small enough chunks so each task becomes very daunting, and they shy away from it. It feels too PAINFUL.

The process outlined here is a version based on the work of the Franklin Covey Institute and Anthony Robbins. Also, the book “**Getting Things Done**”, by David Allen.

A more detailed explanation of all the above can be found on the audio CD “**FOCUS: Achieving your highest priorities**”, by Stephen Covey.

For help creating a positive state of mind, listen to the audio CD “**Awaken the Giant Within, by Anthony Robbins**”.



