

TRANSCRIPT

PODCAST #18: SETTING GOALS IN TOUGH ECONOMIC TIMES

VOICE-OVER: Hello. I'm Business Development Coach Robin Hensley. Welcome to this edition of your Raising the Bar podcast with Executive Coach Mariette Edwards of Star Maker Enterprises. Mariette and I have teamed up to bring you even more information and resources to help you reach your business development goals. And now, here's Mariette . . .

MARIETTE: Are you saying to yourself, everything is so awful, why even set goals for the new year? I don't have control over anything anyway.

Here's a ray of hope in a dark and gloomy outlook. You are WRONG! There are at least three things you have complete control over. Back to that in a minute. In the meantime, I'm Mariette Edwards and in this edition of the Raising the Bar podcast, you and I are going to set some goals that I guarantee you can achieve. So get a piece of paper or open a new document and let's get started.

But first, let's get it straight about the power you have. Whether you use it or not is a different matter, but it's your power all the same. And, in case you are thinking that it's easy to pontificate from Mount Olympus about what ordinary mortals like you could be doing, I have lived your worst nightmare the last time the economy tanked. What I will tell you is based on my own personal experience about the way things work. Now back to the three things you have complete control over. These are, in no particular order,

1. Your attitude
2. What you think about and,
3. How you spend your time

Everything else is a certain uncertainty. But as for these three, you have the power.

Now let's get started on those goals. In fact, I'm going to set your first goal for you, just to get the ball rolling. And, that goal is...

“Whatever results I achieved in 2008, in 2009 I am going to do better.”

Now, what that means will vary depending on your situation and what you really want, but again, it only takes three things to achieve any goal you set.

1. Desire. Actually burning desire is best. You really have to want it.
2. Willingness. That's the ingredient that is often missing from actualizing a goal. You've got to be willing to do what it takes. Maybe that means getting up two hours earlier, or saying "No" when you want to say, "Yes," or passing on that plate of brownies you are dying to dive into. It's never too late to double or triple your level of willingness. And lastly,
3. The courage to act. Desire and willingness can only take you so far. It is action that turns goals into results.

Now that you have a start on your goal setting, ask yourself in what ways you want 2009 to be better. List at least ten for each aspect of your life. For example, list ten ways you would like 2009 to be better in your business, ten ways in your relationships, ten ways in your health and well-being and so forth. Pick up to three from each of your lists and write them down where you can see them. Then take one action each day to move you closer to what you want.

If you think this was way too simple, at least you've got a start, which may be more than you had before tuning in to this edition. If you want to make the whole process a lot more complicated, there are hundreds of goal setting programs you can find online or at the bookstore, not to mention the gold-plated planners you can purchase to help you stay on track. Honestly, there's only one secret to hitting your targets, whether you write them down on a napkin or put them on a sticky on your iPhone and that is—ACTION. That's it. Period. The end.

Now I'd like to say a few words for that listener who may be the one in thirteen here that is out of work. Or, that listener whose financial picture is looking grim. There is no magic wand that will make it better, but there are things you can do every day to change your situation.

1. Control what you can control: your attitude, what you think about, how you spend your time.
2. Create an action plan. Even one small action in the direction of your goals helps you build momentum.
3. Live rich: break out the good china, add grace and style to your life in whatever ways you can.
4. Guard your hopes and dreams. Share them only with raving fans.
5. Be selective in following the news. Media's, "If it bleeds, it leads" means bad news sells--but you don't have to buy it.
6. Be your word. Do what you say you will do, even if what you say you will do is only to yourself.
7. Tap a friend or a coach to hold you accountable.
8. Stick to a schedule.

9. Make your high priority to-do list the night before. Do those things first the next day.
10. Circulate. Don't isolate.
11. Activate the vacuum principle. If you are down to little or nothing, give something away.
12. Feng shui your surroundings. It has a psychological impact that signals change. Clear the pathways to your good.
13. If you are looking for a job, sandwich boards and resume printed t-shirts are creative but I haven't heard that these individuals have actually found work. The truth is, it is hard work to find work and it requires that you apply your creativity in an entirely different way.
14. Do the things you can do. Clean out your car. Straighten out your finances. Clean out your closets.
15. Make your free time count for something. Learn something new. Volunteer. Get in shape.

If you would like more on goal setting, listen to the first podcast in the Raising the Bar series. Robin Hensley makes some excellent points and references a number of resources that will help you stay on track. You can also download articles from my web site at www.starmakercoaching.com. "How To Survive Unemployment" and/or "Determination Is Not Enough" both offer more tips that you might find useful right about now.

Well, that's it for this edition. Until next time, I am Mariette Edwards for Raising the Bar.

VOICE-OVER: This is Business Development Coach Robin Hensley. You have been listening to a Raising The Bar program with Executive Coach Mariette Edwards. For a full transcript, stop by the Business To Business Magazine website at btobmagazine.com, go to my website at raisingthebar.com or the website for Mariette Edwards at starmakercoaching.com.

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