

# #Goals

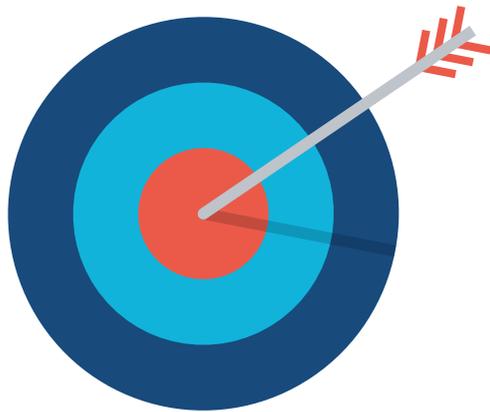
How to set and achieve  
your goals



GOALS

# Summary

This white paper is all about #goals and how they can benefit you.



We believe that goal setting is vital, to give you focus and direction to achieve the life you deserve. If you want to feel more energised at work, spend more time with your family, go on more holidays, grow your business, make more money, or simply be happier... read on!

If you have never set goals before then you may need some convincing, and that's exactly what we aim to do over the next few pages. This paper will help you understand the difference between your conscious and subconscious mind, and how to use this knowledge to change your future.

We also discuss why we believe you should set goals and how you can set meaningful goals. Plus, we'll give some examples of how goal setting has helped people we know achieve personal and business success, as well as including some tips to give you the best chance of achieving your goals.

We'll talk you through a couple of different options for goal setting, but essentially the most important thing to remember is to choose a method which suits you. You'll want to produce goals that motivate you to consistently and persistently drive towards them.

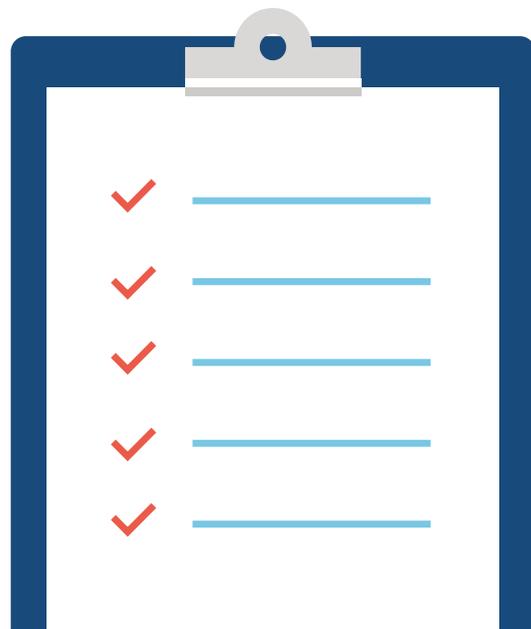
A really important aspect of goal setting is commitment. So, to make reading this white paper worth your while, why don't you make some commitments to goals now? You could commit to reading one of the books on goal setting that we recommend at the end. Or, even better, commit to implementing what you learn by setting some personal and business goals of your own.

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# Why set goals?

Top-level athletes, successful people, and high achievers in all fields set goals.



Setting goals gives you long-term vision and can help to motivate you by triggering behaviours. It helps you to organise your time and your resources so that you can get the most from your life, and enjoy it along the way. Unless you define, refine and maintain goals then it's unlikely you'll ever realise your full potential.

There's proof that setting goals increases achievement! Hundreds of studies have been done to show evidence that setting goals will increase how successful you are in life.

You can benefit from setting goals by giving yourself something awesome to aim for. By identifying goals and writing them down you're already more likely to achieve them and be more successful.

It's easy to get stuck on autopilot. Many people pick their ambitions by looking at everyone else, but if you consciously figure out what you want to achieve, you can move up a level. Switch out of achievement autopilot by setting goals that you've actually chosen, not that people have chosen for you.

By setting clearly defined goals that you can take ownership of and measure, you'll see progress in what might previously have seemed a long grind. You will also raise your self-confidence, as you recognise your own ability and competence in achieving your goals.

It isn't just increased self-confidence that will make you continually strive to reach new goals though. Reaching goals is literally addictive because of the dopamine your brain releases when you get a reward, so if you want to be happier and more successful you should start setting goals today.

A goal can help to turn an insurmountable mountain into a walkable hill. In other words, you've probably got some big dreams, you might even have dreams that are so big that them coming true seems impossible. By turning these dreams into a set of goals they become achievable stepping stones. This also helps you to be more content in life, because while you're striving for a bigger success, you'll be hitting smaller milestones more frequently.

## Why set goals?

You should also set goals so you can be accountable for your shortcomings and learn from them.

If you don't write down concrete goals and give yourself a timeline for achievement, how can you look back and re-evaluate your path if you don't succeed first time?

“Setting goals is the first step towards turning the invisible, into the visible.”

- Tony Robbins

E.g - To train to become a commercial pilot and secure placement in 7 years...



# How to set goals

The first step in setting goals is knowing exactly where you are now, with absolute clarity and absolute honesty.

Then, you can set about working out where you want to be in the future, and decide how you're going to get there.

We created a Kickstart Questionnaire which will tell you where you are now and help identify which areas of your personal and business life are a priority. **If you'd like a copy, just get in touch!**

To determine your vision, and what goals need to be set to achieve it, it's useful to break down the areas of your life into distinct sections, like time spent on 'family', 'fitness' and 'working on your business'. Then, estimate the percentage of your waking time that you spend in each area, and write next to that the percentage of time that you wish you spent.

If there's a gap between where you are now, and where you want to be, then you need to do something about it.

Analysis of the gap between the two figures will probably show that you need to set goals and make changes in order to refocus where you're spending your time.

For most people who carry out this task there is a fairly large gap between where they are and where they want to be, so don't let that scare you!



## How to set goals

At first, instead of focussing on the specific detail of the goal, you should think about how you'll feel when you achieve it. The feeling you'll get from reaching your goal is one of the best things about it, so work out how you want to feel, then set goals that will deliver the feeling. You also need to remember to set goals based on the journey, not just the destination.

What we mean by this is don't just think of goals like "I want my business to turnover £10 million" as that goal isn't motivating enough. Think about what you want to be doing every day along the way, so that you can enjoy the journey as you build your business to be financially successful. You can still aim for the same destination, but you're thinking about it in a more structured way.

When you set goals for yourself, it is important that they motivate you and that there is value in achieving them. If you have little interest in the outcome, or they are not important enough given the larger picture, then the chances of you putting in the work to make them happen are slim.

| Key areas of life             | % Wish      | % Actual    | Gap |
|-------------------------------|-------------|-------------|-----|
| Family                        |             |             |     |
| Friendships                   |             |             |     |
| Looking after health          |             |             |     |
| Hobbies and pastimes          |             |             |     |
| Working on business / career  |             |             |     |
| Working in business / career  |             |             |     |
| Lifelong learning             |             |             |     |
|                               |             |             |     |
| Everything else non strategic |             |             |     |
| <b>Total</b>                  | <b>100%</b> | <b>100%</b> |     |

- 1 Use the left hand column to list the broad areas of your life that are important to you. We've given you 8 categories that usually appear in most people's list. Feel free to add any others.
- 2 Use column two to record the percentage of your waking time that you would like to spend in each of these areas in an ideal world.
- 3 Use column three to record (approximately) the percentage of your waking time that you think you spend in each area.
- 4 Use column four to calculate the gap between column two and three.
- 5 Does the gap suggest that you need to make changes in order to achieve your goals? If it does, what changes are you going to make?

# WHY you should be SMART

Being SMART is a great way of setting powerful goals and giving yourself the best chance of achieving them.

“The reason people don’t achieve success is not because they set their goals too high and miss them, it’s because they set them too low.”

– Jordan Belfort  
(aka The Wolf of Wall Street)

## Specific

Your goal must be clear and well-defined. Vague goals are unhelpful because they don’t provide enough direction. Make it as easy as you can to get where you want to go by defining precisely where you want to end up e.g. ‘Retire at 62 with £750,000’ rather than ‘Retire with a lot of money’.

## Measurable

For a goal to be measurable you need to include a monetary amount, a percentage of working time, a number of days or some other quantity. The benefit of setting a goal with a measurement is it enables you to see whether or not the goal has been met.

## Awesome

Awesome can be defined as ‘extremely impressive or daunting’. Being impressive means they’ll be inspiring to yourself and others, and being daunting (just outside of your comfort zone) means they are significant enough to make a big impact.

## Realistic

A realistic goal just means something that is actually achievable. If you run a business and you need to be present in the office 8 hours a day, then you’re probably not going to be able to achieve a goal of spending 4 hours a day exercising. Be honest with yourself about what you can realistically achieve and you’ll be less likely to feel deflated by not achieving your goals. Try and think creatively about what can be achieved too...maybe you could exercise by creating a gym at work?

It’s important to remember that you might set out with what you think is a realistic goal, but over time it may become clear that it’s not working. If a goal isn’t working, don’t be afraid to change it.

## Time-bound

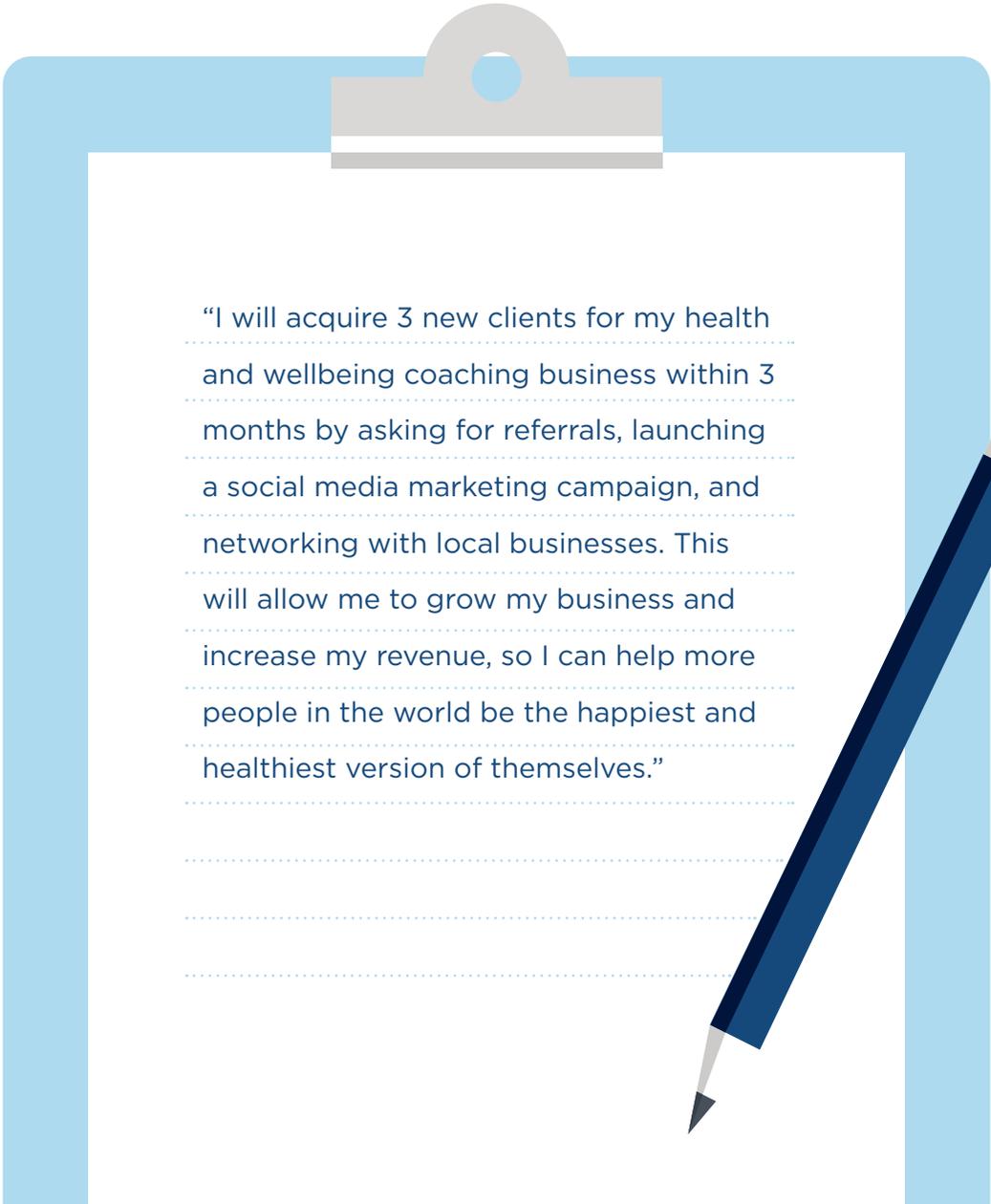
Time-bound just means setting yourself a deadline. It’s no use saying “I want to lose 6lb” if you don’t say when you want to lose it by! But, if you say “I want to lose 6lb by the end of the year” then you’ll be more likely to take steps to work towards it. Plus, if you have a finishing line, you’ll be able to celebrate when you cross it!

## Start with WHY

Being SMART will only get you so far.

You need to ask yourself 'WHY?' you're setting your goals. No matter how SMART a goal is, you probably still won't achieve it if you don't know what the purpose is, what it means to you and why it is important.

Here's an example of a goal which is specific, measurable, awesome, realistic, time-bound and also includes a why...



"I will acquire 3 new clients for my health and wellbeing coaching business within 3 months by asking for referrals, launching a social media marketing campaign, and networking with local businesses. This will allow me to grow my business and increase my revenue, so I can help more people in the world be the happiest and healthiest version of themselves."

## Process goals

There are many different goal-setting methodologies and the most important thing is to choose one which works for you.

We like process goals because they benefit you by helping to combat subconscious thinking in the way that they are worded. Process goals must be:

- Personal
- Achievable/Awesome
- Stated in the present
- Stated as a process
- Truthful
- Motivational
- Positive
- Attractive
- Relevant
- Beneficial

Some examples of process goals are:

“I am getting fitter”

“I am living a healthier lifestyle”

“My will power is getting stronger”

“I am moving rapidly towards financial security”

The most important differences between process goals and SMART goals are that process goals are stated in the present and are positive. Most people write goals for the future, but if you write them in the present it can really help to overturn subconscious behaviours, as the brain is less likely to ignore instructions that are being given to it in this way.

So, instead of “Don’t eat chocolate” say “I’m eating more fruit and it’s making me feel great.”

There are lots of other goal setting methodologies, and we’ve recommended a book at the end of this white paper on OKRs (Objectives and Key Results), the method that Google uses, but if you search online for goal setting you’ll find many more suggestions.

Again, we don’t want you to get too hung up on the differences between all the different ways of writing your goals, you just need to make sure you choose a way that works for you.



## How to achieve goals

Once you've set yourself goals the key to achieving them is consistent and persistent effort in the direction of your goals, with the belief that you will achieve them.

This is much more challenging than it sounds! We found some interesting (and sad) statistics that only 1 in 7 heart attack victims change their behaviours after hospitalisation; they quit smoking, quit drinking, or exercise more to avoid another attack. Sadly, the other 6 don't stick to these new habits because it's too difficult. They're too set in their ways to change!

Angela Duckworth, the founder and CEO of Character Lab talks about this effort and belief as 'grit'. She came up with the idea of a 'grit test' to see how much passion and perseverance for long term goals an individual has. She says:

"Grit isn't talent. Grit isn't luck. Grit isn't how intensely, for the moment, you want something. It's about having an 'ultimate concern' - a goal you care so much about that it gives meaning to everything you do."

If you have grit, then even when the progress is slow, you will consistently and persistently persevere with your goals.

"An average person with average talents and ambition and average education, can outstrip the most brilliant genius in our society, if that person has clear, focused goals."

- Mary Kay Ash, American Entrepreneur

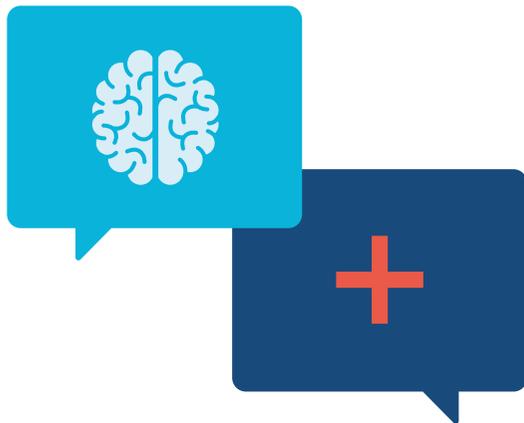
We've mentioned your subconscious and conscious minds a couple of times. Another key to achieving goals is understanding the difference between the two, then using this knowledge to affect the stickiness of your goals. Some neuroscientists argue that as much as 95% of thinking is done by the subconscious mind, this is learned routines, habits and patterns that have been accumulated and reinforced since you were born.

So, it's going to take a lot of hard work, and that consistent and persistent effort, to achieve goals that require a change in behaviour.



## How to achieve goals

We also must use a language receptive to our subconscious mind.



For example, if I say ‘don’t think of a purple giraffe’. All you can think of is a purple giraffe! The brain cannot process negatives directly. It processes it as a positive and then cognitively turns it into a negative. So, if you want to give up chocolate. Setting a goal such as “I don’t eat chocolate” will be processed by the brain as “eat chocolate.”

As well as using the right language, the only other way to change subconscious thinking and behaviours is by practising. It’s going to be tough but you do have the power to make changes to your own life!

You just have to identify your bad subconscious behaviours and practice positive conscious behaviours until they replace the bad, and the positive behaviours become subconscious instead. Sounds easy, right? But we can assure you, you’ll need a lot of grit!

“Repetition increases the probability of repetition.”

– Tony Buzan

## Personal vs. business goals - is there a difference?

Personal and business goals are intrinsically linked and you need to make sure they're aligned to give yourself the best chance of success.



It may be that business growth is going to help you achieve your business goals of making more money, which will in turn help you achieve your personal goals of going on more holiday's, but you can't have one without the other.

It works both ways too. You might have a personal goal of being fitter and healthier, but unless you achieve this goal you probably won't be the best version of yourself at work.

This means you'll be less productive and business growth will be slower and you might not be able to go on those holidays, so it's an ongoing cycle.

There is one area where these two types of goals are different, and that is where personal goals are personal to you, business goals usually need to inspire a whole team of people.

Everyone needs to be on the same page, and to be motivated to work hard to achieve business goals, so that you have the best chance of success with them.

One way of ensuring this is getting everyone involved in setting the goals in the first place, so you know the goals are important to them, and inspire everyone.

## Success Stories

All the following success stories are from business owners who attended a 2-year growth programme, where the first step was 'Setting goals for growth'...

## The Debt Advisor

Setting goals for growth was life-changing for Bev, business owner of SME The Debt Advisor.

As a leader she knew she needed to implement change and guide her team to achieve the business's goals so she joined a growth programme. Before she joined she was busy working in the business, not on it, and had stopped investing time and money into marketing which had impacted business growth and direction.

After attending she set goals which have resulted in better communication throughout the team, generated more ideal clients and significant growth in the business. She's also moved to new state-of-the-art offices where the facilities make for a happier and higher-performing team.

None of this would have been achieved if she didn't step back and identify that there was a gap between where the business was and where she wanted it to be, and then implement goals to get there.



## Trust Brand Communications

The three directors of Trust needed to align their vision for the business and agree goals and targets to drive the business forward.

Before they joined Hallidays growth programme they communicated their offering as features rather than benefits, and priced based on time rather than value. They also had limited systems in place to monitor their workload and analyse how the business was performing.

They completed Hallidays Kickstart Questionnaire to identify areas of priority and develop a shared vision and goals. By setting goals for the business they beat their previous year's turnover in just 8 months and were awarded a prestigious business award.

They now measure against key performance indicators regularly and consistently and persistently strive to grow in the direction that is right for them.



# Maggi Electronics

Maggi Electronics MD  
Joe identified that radical changes were required to make the business a profitable and highly efficient one.

Joe knew they needed to improve their competitive strategy, branding and business systems to strengthen their performance. So he went about setting some goals to reduce dependency on their top 20 customers, improve the way they communicate to potential customers, maximise revenue and support their team to achieve their full potential.

After a few years of hard work they have achieved their vision of transforming the business into a profitable, well-organised business with a happy and productive team.

They developed their competitive strategy, secured business funding, undertook a full re-brand and invested in the personal development of the team to get there! They are continuing to assess and review their strategy and systems and take action.



## Need help?

Sometimes you might need help in formulating and achieving your goals and if this is the case we really suggest you talk to your adviser or a business coach.



It's a fact that all the top performers across the world have coaches, not because they are failing at anything, but because they want to be the best they can be. It has been proven time and time again that having a coach is hugely beneficial in helping you to achieve your goals and get where you want to be.

Hallidays (authors of this white paper) can help you develop your goals and introduce you to business coaches who've achieved great results for them, their team, and their clients. What's important is that you ask for help if you need it, it could be the difference between you achieving your goals, or not!

“It is easy to sit up and take notice, what is difficult is getting up and taking action.”

-Honore de Balzac

## Recommended Reading

List of books about setting or achieving goals, recommended by the Hallidays team:

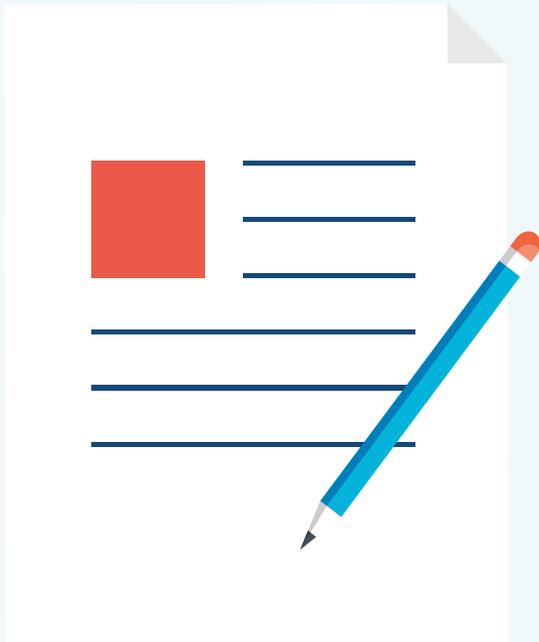
- **Nine Things Successful People Do Differently**, by Heidi Grant Halvorson
- **Awaken the Giant Within**, by Tony Robbins
- **Good to Great**, by Jim Collins
- **Creating Your Best Life**, by Caroline Miller
- **Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs**, by John Doerr
- **Thinking Fast and Slow**, by Daniel Kahneman
- **The Chimp Paradox**, by Prof Steve Peters
- **Better Than Before**, by Gretchen Rubin
- **Head Strong**, by Tony Buzan



# References

Links to all sources used for research and cited in this document.

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5. [TED. 2018. Why the secret to success is setting the right goals.](#)
6. [Angela Duckworth. 2018. Grit Scale.](#)
7. [Mental Help. 2016. Lifestyle changes after a heart attack or stroke.](#)





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