

Your Goals and Dreams

s t a y i n g f o c u s e d



saving our planet ... one tree at a time

Turning Dreams into Reality



making it happen

"If you have a dream, then you have a duty and responsibility to yourself to make it come true. Because if you don't, you're just a dreamer."

- Marco Pierre White

If you aim for nothing, you are guaranteed to hit it.

Have you ever thought what would happen if a football game was to commence and there were no goal posts? People running around all over the field with no direction, I wonder how it would play out ... or if they would play at all. What would be their motivation to play? How would they know who won the game? What would be the point of playing at all?

In the absence of clearly defined goals, we become strangely loyal to performing trivia.

This is one of the most important Modules in your entire EcoMastery Success Program. Just like the missing goal posts, we can underestimate the power a goal has on our existence and what we achieve in life, and with EcoForce. If we have nothing to aim for, then our behaviour reflects such. Without any conviction to plant trees to help our planet, or motivation to pursue a career income with the EcoForce Advocate Rewards Program, then these Modules would simply be some nice reading, and the amazing rewards on offer may never be attained.

"If you want to succeed you should strike out on new paths, rather than travel the worn paths of accepted success." - John D Rockefeller

◆ Why Play at all?

For those playing football, they all want to play football in the first place. Each player would have different reasons for playing football - some could be for the love of the game, others for fitness, others for teamwork, connection, and comradery. Maybe a combination of all of these. Whatever their individual reasons are, they all share something in common; they each desire to win. Therefore, they take the time to participate and include football into their life and devote the necessary effort to improve their game and contribute to winning as a team.

*The goal posts represent something to aim for.
It gives meaning and purpose to the game and influences behaviour.*

Everyone in your Team will have their different reasons for joining EcoForce Global. In addition to the motivation to be able to make a difference to help the planet, additional reasons may include to create a career income, to connect with like-minded people, teamwork, comradery, and to take control of their financial future. Whatever their reason, they all have something in common; that is to include EcoForce into their lives. You want to work with those Advocates who want to participate and are prepared to make time to improve their game and win. **Everyone loves to win.** Anyone can be a winner with EcoForce Global - they just got to want it enough.

The different levels in the Advocate Rewards Program, and the rewards EcoForce provide, are goal posts that represent something worthy to aim for. When someone is serious about achieving success with this Opportunity, inevitably this will influence their behaviour.

“Luck is when being prepared meets opportunity.”

◆ **Lessons from a Hurricane**

Imagine if there were Goal Posts yet no Scoreboard. I wonder what impact this would have on the outcome of the game and the performance of the team? Some years ago, a hurricane named Katrina, swept through New Orleans, USA, causing catastrophic damage and carnage. Media relayed images that resembled a war zone. People were displaced and heartache was evident on the faces of those impacted. Misery and hopelessness followed.

In an effort to boost morale, the local football stadium was cleaned up and people were given the opportunity to attend a football match to distract them from their woes in an effort to lift their spirit to help get things back on track. Organisers were pleased as they filled the stadium. People seemed to be willing to put their troubles aside, for a time at least, and to watch the match unfold and get caught up in the energy that a live event exudes. All was shaping up to be a great event.

However, as the game commenced, there was one thing the organisers had failed to do. That was to repair the scoreboard which had been taken out by the hurricane. As the game progressed, people lost track of what the score was, and who was winning. Even the players got confused. Fights broke out in the stadium and the game was abandoned. The entire event was a shamble, and what had the potential to be something special, was completely undone by one simple yet important component - **a scoreboard.**

People behave and play differently when they are keeping score.

◆ **What are Your Goals, and where is Your Scoreboard?**

Have you ever driven past a sports field where there are players on the field and observed them in action? You can determine from inside your car, often at a glance, whether they are just shooting hoops, practicing, going through some moves, or if they are actually involved in a game where someone is keeping score. **Their behaviour gives it away every time.**

People play differently when they are playing to win. There is a focus, strategy, intensity, and determination that is quickly observed from those engaged in a game when they have a goal, and an outcome to aim for. From simply observing the behaviour of anyone in any facet of life, it can soon be obvious whether they are engaged or simply just existing. **Their results often reflect exactly where is their focus.**

Have you ever simply hit a tennis ball to a friend on the other side of the net just for fun or maybe to warm up? Yet the moment you both decide to engage in a game and keep score, there is an immediate change in behaviour that sets in. There is a competitiveness that comes forth. **People have more fun once they decide to engage - life is like that.** Having a goal brings purpose, justifies the action, engages the spirit, and supplies a result.

Review from this Section:

- (i) Embrace a **worthy goal** to aim for
- (ii) there is value to **keeping score** and having a **scoreboard**
- (iii) The **actions** you take will **lead to a result** - ensure *your actions* lead to your *desired result*. **Wrong actions will inevitably bring the wrong results.**

◆ The 4 Disciplines of Execution

“To go through life, not ever knowing victory or defeat, is to not to have lived at all.” - Theodore Roosevelt

The Franklin Covey Institute has provided us with a great tool to get things done; *The 4 Disciplines of Execution*. We will unpack their application and apply this wisdom to our strategies as we prepare to achieve our goals with the EcoForce Global Opportunity.

1. *Identify the **WIGs** from the **Whirlwind***
2. *Identify the **Lead Measures** from the **Lag Measures***
3. *Create a **Compelling Scoreboard***
4. *Create a **Cadence of Accountability***

1. **Identify the WIGs from the Whirlwind**

*(Identifying the **Wildly Important Goals** from the **daily demands on your life**.)*

All winning teams have taken the time to identify those **Wildly Important Goals (WIGs)**. **These are the elite goals that take importance over everything else.** Interestingly, the more goals we have at once, the less chance of any actually happening. Ideally select a few, say 2 to 3 goals at most at a time. Once these have been achieved, then go after the others.

The enemy of the great is the good. We all have a ‘whirlwind’ of things happening around us all the time. We take it home with us. In the back of our minds are all the tasks that need to be achieved, they are always there - it is called life. *Approximately 78% of people who set a new year’s resolution on the 1st of January, are setting the same ones they made 12 months earlier. Only 8% actually achieve their goals.* This is not always due to a lack of desire to act on these goals, often it was simply that the ‘whirlwind of life’ got in the way. *Have you ever got to the end of a year, felt exhausted from a year full of activities, yet also found goals you had are still on the shelf?* We need to identify those WIGs from the whirlwind and then intentionally take intelligent progressive action to see them become a reality, or chances are, they will never happen. **These take priority on your Scoreboard.**

Learn to say “YES” to the great, so you can say “NO” to the good. We need to accept that we all have the same limited number of hours in a day. If we keep filling our day with ‘good’ things to do, we inevitably rob ourselves of the time that needs to be devoted to the ‘great’ things for them to happen.

Follow
One
Course
Until
Successful

“Those who dare to fail miserably can achieve greatly.” – John F Kennedy

In the 1960's, President JF Kennedy made a bold announcement to the world that by the end of the decade, the USA would send a man to the moon and return him safely to earth. Shortly after in a well-known newspaper, a respected analyst gave a multi-point list of all the reasons why it was impossible to send someone to the moon. You can imagine how Kennedy must have felt, putting the entire reputation of the USA at risk. However, Kennedy understood the importance of saying “No” to the good and “Yes” to the great, to give this important goal an opportunity to become a reality.

Historians reveal that many ‘good’, even worthy proposals, were presented to the White House during this time, yet they were all shelved in order to focus on this important goal. Then, in July of 1969, the USA made history by being the first country to successfully send a man to the moon and return him safely to earth. In the movie Apollo 13, there is a scene where the wife of an astronaut was talking to her husband in their backyard during a social barbecue with friends. Looking up at the moon she remarks, “It’s a miracle that we made it to the moon and back!” To which the astronaut replies, “No, we simply made the decision and made it happen.”

Sometimes we just need to make the decision, then make it happen.

What was a miracle, is that there is more technology in a mobile phone today than what was available to NASA back in the 1960's. **When you make the decision to focus on a wildly important goal and let nothing distract you, combined with taking massive action to achieve it, you will soon learn that nothing is impossible.**

“Nothing is IMPOSSIBLE, the word itself says. I’M POSSIBLE.” – Audrey Hepburn

► **Make the decision to identify your WIGs from the whirlwind.** Say “No” to the ‘good’ and “Yes” to the ‘great’, and embrace the actions that will make your goal a reality.

1. Identify the Lead from the Lag Measures

(Translating dreamy goals into specific actions)

To understand this, we need to identify the difference between lead and lag measures. Lead Measures are actions that produce a result that takes us toward the desired goal. A Lag Measure is the physical evidence that the Lead Measures are achieving the desired outcome. **A Lag Measure in effect, keeps the Lead Measure accountable.** If there is no change on the Lag Measure, different Lead Measures will need to be sourced and deployed.

Too often we have many Lag Measures and too few, if any, Lead Measures, or the wrong Lead Measures to influence the desired results. Often, we know the Lead Measures yet do not act on these, and therefore the desired results are not achieved. So we give up.

A common goal today is weight loss. Almost every magazine has articles promoting the latest diet or weight loss program. One of the first things someone will do when they want to measure their weight loss, is to purchase a set of scales to weigh themselves. **The scales are a Lag Measure.** When we step on the scales, they do not necessarily influence behaviour. They simply show the results of what behaviours we were doing prior to stepping on the scales.

To influence the scales to reduce weight, we know we must increase our exercise and alter our diet to achieve the desired result. **These are our Lead Measures.** If at the end of the week, we step on the scales and notice no change, then we need to adjust our Lead Measures (actions); that is, choose a different diet and change the exercises. The Lag Measure simply tells us that the behaviours we were doing to lose weight were ineffective.

This is a good thing. Too many people go through life continuing with behaviours that do not lead to a desired outcome, and never stop to think what needs to change. *A definition of insanity is to keep doing the same thing and expect a different result.* When we learn through our Lag Measures that our Lead Measures are ineffective, we simply try something else. **Our Lag Measures always measure the success of our Lead Measures.** By doing this, we will find the *most effective* Lead Measures that take us toward our goals.

► **When your Lead and Lag Measures work together, this is the rudder that keeps you on course.** Your Lag Measure may simply be your Scoreboard that records the outcomes from the actions taken on your Lead Measures.

1. Create a Compelling Scoreboard

(A Scoreboard that is interactive and keeps you focused)

So often in a business or organisation, there is a graph (Lag Measure) which is hidden in a back office designed to track progress over a set period, only to be forgotten or ignored until such time as management visits. Unless the graph is compelling, visible, and engages with those who have the ability to influence it, then it is largely useless.

Your Scoreboard is a Lag Measure. To ensure your scoreboard is compelling and engages those involved, you want to update it regularly, ideally daily, to track the impact of your Lead Measures. **By making this a habit and the centre of our morning or daily activities, this keeps us focused despite the whirlwind happening around us.** It must be visible to all and becomes our **goal post**. Like any player on the field, the scoreboard tells them where they are at. They are always in sight of the goal, adjusting their behaviour and activities to get closer to it.

► **By having your Team working together on a visible Daily Scoreboard, this is a powerful tool that contributes to the final discipline; that of accountability.**

2. Create a Cadence of Accountability

(Hold each other accountable - all of the time)

Where there is regular accountability amongst achievers, they achieve their goals faster. Create a cadence or rhythm of accountability with your Team players as they share their progression from their actions (lead measures) toward their goals. You and your Team can meet regularly or over the phone or in person, to reference key outcomes. These are often referred to as KPIs (Key Performance Indicators), or KSAs (Key Success Actions).

The sharing is to be done quickly, without emotion, and is factual. It is not about who is winning or losing, (even the best sporting teams do not win every time), however this accountability of actions allows each team player to stay on course. If someone is continually off course, then personal coaching may be required to review their Lead Measures. They may unintentionally be sabotaging their success that needs to be identified.

“Talent wins games, but teamwork wins championships.” – Michael Jordan

We all want to get better. This means recognising that we all need to learn what we do not know in order to get to where we want to go. Once this culture has been established, it fosters a team spirit of support. Just like in a sporting team, it is all about everyone supporting each other to win and achieve their personal WIG.

◆ **Amateurs Compete - Professionals Create**

*“A team is not a group of people who work together,
it is a group of people who trust each other.” – Simon Sinek*

One thing you definitely want to avoid in your Team is competition, as this has the potential to set one person against another. **The beautiful thing about the EcoForce Opportunity, is that EVERYONE can win.** It is all about what we can all create – together.

TEAMWORK makes the DREAM WORK

Your Advocates simply need to engage, have a goal big enough to keep engaging, and have their own personal scoreboard to keep them focused with something to aim for. The only competition you want to foster, is to compete against themselves; to be the best they can be, and to achieve all they hope to with EcoForce Global. This could be physical, emotional, relational, spiritual as well as financial.

“To build a strong team, you must see someone else’s strength as a complement to your weakness and not a threat to your position of authority.” – Christine Caine

This is where recognition and reward form such a vital element to your organisation’s success. Someone may achieve a rank fast, and yet for someone else, their journey may be slower. Let there be no judgement. Reward them individually where there is reason for recognition. As long as someone is progressing toward their goal, then you want to be the injection of encouragement they need from time to time to keep going and not give up. It is not about who got there the fastest, it is about everyone moving toward their goals for a healthier, happier more free existence. This is a form of wealth that money cannot buy.

“Success is the progressive realisation of a worthy goal or ideal.” - Bob Proctor

◆ **What are YOUR Goals and Dreams?**

If there is one area people often procrastinate on, it is setting worthy goals and making the time to ensure they happen. **This is where you are given permission to DREAM BIG!**

So, what are YOU waiting for? For some people, often fears start to surface when setting a worthy goal. However, I have yet to meet anyone who does not have a dream inside them they would love to see come true. Time to dust off those dreams and turn those dreams into goals and into reality!

*“Goals; there’s no telling what you can do when you get **inspired** by them.
There’s no telling what you can do when you can do when you **believe** in them,
and there’s no telling what will happen when you **act** on them.” – Jim Rohn*

◆ From Dreams to Reality

Carolyn had forgotten how to dream. Once she found the courage to dream, she turned her dream into reality, and then became unstoppable. This is her story.

While coaching at a Business College, we would often include goal setting as part of the curriculum to emphasise the importance of this in business and in life. After going through a few steps on how to set goals, the class was encouraged to take some time to write down a personal goal they had. They had to include why this was important to them, when they were going to achieve it, and what proactive steps they were going to take to make it happen. **They were given permission to dream.**

During one class as participants were writing, deep in thought, I noticed one of our more senior students sitting at her desk, not writing anything. I quietly knelt beside her and asked her what her dream was. She shared that as she was just over 60 years of age, she no longer had any dreams. She mentioned she had been a single Mum all her life and sacrificed everything to raise her two daughters and was satisfied with that. She went on to share that as she was soon to retire, she was too old for 'this sort of thing'. She was content to let the 'younger ones write their dreams', while she sat there and wait for the next section.

I was a little taken back. Here was someone who believed her time for dreaming and goal achieving was over, however, I refused to give in. I told her that should she reach 80, she may look back over the last 20 years of her life and think of all the things she could have done yet may now be too old to make them happen. I advised her that I cannot allow her to live with regret. So, I asked her to search deep inside to find just one thing that she would secretly love to do, and then to let me know what that would be.

People will either advance forward into a new territory, or retreat into safety.

Carolyn initially just sat there. She found it challenging to think of anything, yet I had given her permission to dream, and was prepared to do so. Fears and sadness came to surface as she recalled past dreams that she had pushed aside. However, I could not let any student leave my class without at least giving it a go, so I was not going to give in. Who knows when and if they would ever be given another opportunity to dream!

To assist her in the process, I asked her if she had ever been overseas. To which she replied she had never travelled. I then asked her if there was one place she would love to visit before she left the planet, where it would be? To my surprise, she immediately said the Greek Islands! I then asked her if money was no object, where else would she like to go? She thought for a while, and then began to list many places she would love to visit. I sat there quietly listening to them all, trying not to smile. I felt sad for her that these dreams had nearly all but been forgotten, yet also proud of her for participating. I told her to not think about *how* she could visit all these places, rather simply write them all down. Once she had done this, I then asked her to write beside each destination; why she would like to go there, why it would be important for her to go there, and what she would like to see and do should she get to these places should the opportunity present itself.

*"The purpose of life is a life with a purpose;
so I would rather die for a cause than live a life that is worthless."*

She got to work, so I left her to fill her bucket list of places she would like to visit. Once the class was done writing their dreams, each were asked to share with the class *what* they had written and *why* it was important to them. They were also asked to share *the date* their goal would happen and any thoughts they may have on how they could make it happen. Many were emotional sharing as this often reflects many dreams that have yet to become a reality for them. So often people have had dreams stolen or suppressed within them, so when given permission to dream without judgement, many emotions can come to the surface.

When it came to Carolyn, she shared that at first, she did not think she had any dreams in her, yet this soon changed once she realised that she had a hidden desire to travel. She then read out to the class all these amazing destinations around the world that she would love to visit given the opportunity. You could tell there was a deep emotion inside her that she would really love to visit them all. While she was reading them out, I began to think of *how* she could make some, if not all of these destinations, a reality. When she finished sharing, I told her that across the road from the College was a travel agent. As we were about to break for lunch, her task was to take her list to the travel agent and enquire if maybe there was a cruise that would visit some or ideally most of these locations. Immediately she got excited as she declared she had always wanted to go on a cruise, yet her limiting belief was that she could not travel on a cruise alone. I invited her to rethink why she thought she needed to travel with someone. That travelling alone will allow her to have her own schedule to really enjoy the places she wants to visit. This would also allow her to meet others who are also travelling alone, as part of the adventure of travelling is the people you meet while visiting amazing destinations. She had never thought of it like that before. There was a twinkle in her eye that maybe, just maybe, her suppressed dream was starting to look like it could become a reality.

Carolyn returned after the lunch break having spent time with the travel agent. She shared with the class that she had found a cruise that visited most of these locations on her bucket list - incredible! She said it sailed in May the following year. It was now November. The cruise went for 30 days. I asked her if she had enough holidays accrued and if she could take that much time off. With a renewed confidence, she declared that as we are to expect obstacles along the journey to our goals, she will deal with that later. The class laughed. What was interesting to observe, is everyone was now engaged in supporting her to achieve her dream and if she would be on that cruise the following May ... or not.

I sat down with Carolyn after class, and we worked out a budget which included how much she would need to save to pay for the cruise in time. We broke this down into months and weekly savings. She could see that she may be a little short and looked a little defeated. As Christmas was approaching, I suggested she share her dream with her daughters as they might be in a position to contribute. She thought that was a great idea.

Naturally her daughters were overjoyed at the opportunity to assist their Mum with her dream as she had helped them in their lives. Her Grandson gave all his pocket money to his Grandmother so she could go on the cruise. We were all touched by this gesture.

Often once we commit to a plan, all sorts of solutions rise up to help us achieve it.

A Travel Expo was being advertised, so I phoned Carolyn and encouraged her to attend to learn more about the places she would be visiting and collect any travel tips to get the most out of her adventure. I also suggested she collect many brochures to cut out the pictures to

add to her Dream Board. She took my advice and even collected an inflatable cruise ship from the expo that she included near her Dream Board. **She was emotionally attached to the outcome, and it seemed nothing would stop her achieving her dream.**

Carolyn's BIG hurdle

As the months got closer to her cruise departure, I asked Carolyn if her leave had been approved yet? She shared she was too fearful to ask her employer, fearing the worst should he refuse her 30 days leave. So, after her class, I decided I would phone Carolyn's employer and have a chat.

Carolyn's employer had a laugh as he already knew about her plans to go on a cruise from their customers - Carolyn had mentioned it to everyone except her boss. He knew how much this would mean to her, so he already had arrangements made to cover her shifts in her absence. So often what we fear is false evidence appearing real – all was in place for Carolyn to embark on her cruise, everyone was excited for her, and Carolyn was ecstatic.

Then, on the first of June, I received this on a postcard from Singapore:

*Hi Bruce and everyone at the College. Well here I am living my dream writing this on the Dawn Princess in Singapore Harbour. So far we have visited Darwin, Bali and now Singapore ~ only twenty more ports to go. The ship is lovely so are all the staff. Only complaint, I have too much food. So far the seas have been really calm. Well must away,
Till next I write, Carolyn*

You have no idea how proud I was! Over the following weeks I received postcards from Egypt, Paris, Dubai, and finally one from the Greek Islands. She wrote;

Hi Bruce and everyone! Well what a beautiful place Santorini is. It is just like what is on the front of this card. We had lunch on the top (deck) looking over three sides of water. I would like to come back. It will go on my Dream Board. The day before we stopped for six hours in Anzac Cove. Truly a moving time. I was proud to be an Australian. The ship held a beautiful service. How lucky am I to be experiencing all these things. Must go. Love Carolyn

We postponed the College Graduation to wait for her return. As Carolyn walked up to receive her very well-deserved Qualification, it was evident there was a confidence in her step that I had not seen before.

Carolyn shared what the course meant to her and her personal breakthrough of uncovering a dream, then taking the actions to turn her dream into reality. I then asked her what was

next for her? Carolyn replied that she has already booked a trip to South America to visit Machu Picchu!" Everyone applauded her and Carolyn had learnt to live again. She was setting goals and making them happen ... **Carolyn became unstoppable.**

*"As you waste your breath complaining about life,
someone out there is breathing their last. Appreciate the life you have."*

◆ **Lessons for us all from Carolyn**

Carolyn always had the desire deep inside her to travel, yet life had got in the way; it all seemed 'too hard'. The more time that passed, the more excuses she collected to cement her belief and convince herself that dreams were no longer worth pursuing. 60 years of her life had passed before she discovered the power of setting a goal and making it happen. All Carolyn needed was to give herself permission to dream, and the tools to take intelligent steps to turn her dreams into reality. She had learned to live again. Sadly, too many people tip toe through life to get safely to death, which is such a tragedy. Whatever your age, it is never too late to start living it. Time to dust off some goals and apply the wisdom in this Module to turn them into reality ... **your dreams will not come true without you.**

*"It is not about how short life is, it is about how long it takes for us to live it."
– Brian Houston*

What are YOUR excuses?

The steps that I taught Carolyn, and many others, YOU are about to learn. I have received many postcards, emails and letters from people who dared to dream and take the required actions to make it happen. Nothing would give us greater pleasure at EcoForce Global than to see you turn your dreams into reality. Why not send us a postcard for every dream you make a reality? We would love to celebrate with you. You may just be the next Carolyn who inspires someone else to accomplish what is on their heart to achieve.

Time to start dreaming. Write down your goals and take massive action to turn your dreams into reality. **So, let's get started!**

Don't dream your life – live your dream.

◆ **The SMARTI Rule**

When crafting your goals, it is one thing to write them down, however, it is another thing to take intelligent decisive action to turn those dreams into reality. A great acronym to remember how to craft Your Goals is **SMARTI** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant, **T**ime-Bound and **I**n-Writing.

*"Goal setting is powerful because it provides focus. It shapes our dreams.
It gives us the ability to hone in on the exact actions we need to perform
to achieve everything we desire in life." – Jim Rohn*

Step 1. Start by thinking about *all* the dreams and goals YOU would like to achieve, in every facet of YOUR life. Often these fall into categories such as personal, health, relationships, spiritual, wealth, adventures, possessions: (house, car, boat, etc.), leaving a legacy, helping someone else, or supporting a charity. Whatever they are, they are YOURS. You do not need to justify them to anyone else.

Step 2. Next, choose one Personal and one Professional Goal from Your List that are ranked at the top of Your Priority. You can come back to the others later.

Step 3. Your Personal Goal could be health, fitness, or even a relationship goal. This is all about YOU here. It is entirely up to you and may be something different from these suggestions. As we embrace **CANI** (Constant And Never-ending Improvement), personal goals are often progressive. You may choose to lose a certain weight by a certain date, yet have a bigger weight loss goal beyond this. **This will be YOUR First Personal Goal.**

Step 4. Your Professional Goal ideally could be to reach a particular level in the EcoForce Global Advocate Rewards Program by a certain date. It may be simply having 7 people in your frontline on Level 1 who are as keen as you to create a career income of \$5,000+ in a given time frame. It may include a number of trees purchased within your organisation by a certain date. Professional goals too are often progressive. Aim for one level such as Bronze, then go for Silver, then Gold, etc. Whatever it is, it must sit well with you. **This will be YOUR First Professional Goal.**

Step 5. With the Goals that YOU have selected, turn them up a notch. They need to scare you a bit. If it sounds too easy, then where is the challenge? So think about that while crafting your thoughts on **Your Chosen Goals.**

Think big. Trust yourself and make it happen.

◆ **Your Next Step**

Using Your **SMARTI** Rule as mentioned previously, unpack each goal you have listed above;

1. Be Very Specific. Name the Goal and The Outcome. This is your WIG (Wildly Important Goal). This should be short and to the point. Write exactly what you want to accomplish. Write in a way that has accountability. For example, *'I will lose 3kg in weight'*, not *'I want to lose some weight'*. Then write the actions you will be taking step by step to achieve your goal.

2. How are You going to Measure your Progress? How will you know you have reached your goal? Really start to think about what activities you need to do, and maybe what things you need to say *'No'* to for a period of time to achieve this goal. This is where you identify and create **Your Lead and Lag Measures.**

3. Attainable. Is this humanly possible to achieve in the time you have given yourself? You want a goal that is challenging, yet not one that overwhelms you. Avoid setting yourself up to fail. The more goals you achieve gives you the confidence and posture to tackle bigger goals over time. Answer this question: *How can you get prepared now to ensure success?*

4. Ensure Your Goal is Relevant. Does it align with/contribute to your personal values and vision? Some goals can eschew us away from the big picture of what we want to achieve. Remember, the good is the enemy of the great.

5. Time Bound. When or by what date is Your Goal to be realised and achieved? Be specific. Now really start to think how soon YOU really want this. Giving yourself 5 years when it could be done in 5 months ... ask yourself, *'Are you really challenging yourself enough?'* Be honest.

6. In Writing. Write Your Goal in the present tense including all the above. Visualise yourself in possession of Your Goal NOW! Use descriptive words to define the emotions you feel now that you have achieved this WIG. This is the fun part.

"Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success." – Pablo Picasso

◆ Decree and Declaration - Writing Your Goal

► **Writing down your Goals is an important and powerful process.** The more energy and focus you put into preparing for your Goals, the higher the probability that you will stay the path of your road map to make it happen.

► **Get emotionally involved with Your Goals.** Commence writing a letter, decree, or declaration with; *"I (insert Your Name), am so happy and grateful I now have ..."* write in as much detail as possible, including all the emotions and imagery that you can conjure up. The more emotion, the higher the chance of success. This is especially vital when break through is required, or you may give up when the first challenge comes your way.

► **Include all the points from your SMARTI Activity into your declaration.** Add to this by answering the following questions in Your Goal Decree as well;

1. *I am committed to achieving (insert Your Specific Goal)*
2. *The reason this is important to me is (Your Why)*
3. *This will be achieved by (Your Timeline / Date)*
4. *I will know that I have achieved this when (Your Measurable Steps)*
5. *I will keep myself focused on producing the desired result (Your Accountability)*
6. *The emotions and how I will feel once I have achieved this (Your Emotional Connection to Your Goal)*

► **Make it personal.** Write this in your own handwriting and sign your name.

*Average people have wishes and hopes,
successful people have goals and plans!*

◆ Practical and Essential Goal Writing Tips

✓ **Write down YOUR Goal.** We suggest you write down your goals numerous times by hand, as this assists to really 'own' what you have written. This process often uncovers hidden deep reasons as to why you have not achieved this goal before now and can bring to the surface any deep-seated reasons why you may have sabotaged your results in the past. Every time you write out your goal and you 'hear' your mind objecting to any part of your goal, stop. Now think about *why* you had those thoughts and *why* you thought that way, and then you need to deal with it. For some it is forgiving others. For others it may be forgiving themselves. Whatever it is, deal with it or get help to do so. Often this may be the tiny thing that is the roadblock to moving forward powerfully.

*"It isn't the mountains ahead to climb that wear you out;
it's the pebble in your shoe." – Muhammad Ali*

✓ **Record Yourself.** By speaking out loud your Goal in your own voice as a declaration, and then recording yourself doing this, you will discover this is a powerful tool to support you as you proceed toward your Goal. This is often referred to as speaking prophetically over your own life. As we trust our own voice, listening to our own voice speaking our goals empowers our conscious and subconscious mind as well. Many mobile phones have the option of recording yourself easily to replay at will.

Wear ear plugs to bed so you can listen to your Goal quietly while sleeping. This does not work for everyone (as it may keep you awake). However, as your brain never sleeps, studies have shown that we still receive and process information even while we are in deep slumber. This goes deep into our subconsciousness to propel us toward our goal often unconsciously. Whenever we ask our mind to find a solution to a challenge we may face along the pathway to achieving our goals, it goes to work searching out solutions for you – often while we sleep.

✓ **Visualisation.** When you read what you have written, you want it to fire up and engage your imagination. The process of visualisation also assists you to visualise ownership and being in possession of your Goal. This is the forerunner to 'birthing it' in the 3rd Dimension (physical) from forming it in the 4th Dimension (spiritual/imagination).

Take time regularly to find a quiet place, away from noise, traffic, and interruption, to visualise ownership of your Goal. Close your eyes and see yourself on the screen of your mind in possession of your Goal. A beach, park, forest, or beside a river is ideal. The more you get a clearer picture in your mind, then the easier that goal is to achieve. Some people escape to the mountains, if possible, to use a change of scenery to heighten and ignite the senses which aids to embrace their goals and see them as possible, done, and complete.

Prior to any visualisation, if you have anything unresolved with someone else, deal with this first. The more at peace you are with yourself and those around you prior to embracing a visualisation exercise, makes this process easier, more powerful, and more relevant. You will often feel the urge to write your Goal again with greater clarity and expression than you did before, so use the time after visualisation to re-write your goals in greater detail.

*"None of my paintings are originals. I first paint it on the canvas of my mind,
and then I paint what I see." - Vincent Van Gough*

Never underestimate the power of visualisation or prayer to ‘birthing’ your Goal. You have planted the seed, and it has a gestation period before becoming visible to the rest of the world. Nurture that seed. Too many dreams are aborted or die inside the person before ever becoming a reality. Someone once said, *“At every funeral, they think not just of the person whose life has ended, rather the dreams that also have died with them.”* Let that not be you.

“Visualisation is daydreaming with a purpose.”
– Robert Foster Bennett

✔ **Words Create.** Write Your Letter in the first person, make it a decree and declaration. By doing this, Your Letter is written from YOU personally. Remove any vague words and make bold statements. You want to write it in such a way that it sounds like you have already achieved it. This is vitally important.

Muhammad Ali often declared publicly; *“I am the greatest!”* He then went on to share later in his career that he said that even before he knew he was. **He became what he spoke.** To this day he is remembered as one of the greatest boxers of all time. His words aligned with his actions, he turned his dream into a tangible goal, and it became a reality. **Be prepared to make bold statements about yourself - they may just come true.**

“Never say anything about yourself you do not want to come true.” - Brian Tracy

◆ **Winning Behaviours of Champions**

1. ✔ **Keep Yourself Accountable**

Find someone you trust, often a friend, family member or your Referring Advocate, and let them know of your decision to aim for a goal and give them permission to hold you accountable. This can be very powerful. Accountability to someone else will get us out of bed early to meet them at the gym, yet left on our own, we often will stay in bed. **There is something about being accountable to someone that keeps us motivated.** Even better, if that person is also pursuing a goal as well, you can encourage each other and keep each other accountable, which speeds up success on your journey.

Display your Goal written in front of you where you will see it and read it regularly. This is just as important as it is powerful. Some people stick it beside their bed, so they can read it just before they go to sleep and first thing in the morning when they wake up. Others have it on the mirror in their bathroom so they can read it while cleaning their teeth, again others have it behind their bathroom door, in their car, or even on a small card they keep in their pocket and read it regularly. This keeps your Goal in the forefront of your thinking.

“Anyone that ever accomplished anything, did not know how they were going to do it. They only knew they were going to do it.” - Bob Proctor

Every person who has set goals before you, did not always know HOW they were going to do it until they have done it. Thomas Edison who invented the light bulb, had no idea at first how he was going to achieve his goal, however through trial and error and focusing on the outcome, not his circumstances, he invented the light bulb.

Work hard. Dream BIG.

2. Journaling

One of the best tools you can invest in to support you on your goal journey, is to invest in a journal. A journal is often a simple notebook, however generally with a durable cover so it can be used and refereed to often without falling apart. Inside the front cover, have 2 questions that you answer every day. Be honest with yourself. No one else will read your journal unless you have reason for them to do so.

Morning Question: *'What I will do today that will take me toward my goal?'*

Evening Question: *'What did I do today that has taken me toward my goal?'*

Make time and take time each day as part of your daily habits, to write what you are going to do to take you toward your goal, and at the end of the day, review how you went. You may choose to write your intentions in **BLUE** pen, what you achieved in **GREEN** pen, and anything you did not do in **RED** pen. After a few weeks, flip back through your journal. If you see more red than green, then you need to ask yourself the following questions;

- ❖ *How much do YOU really want this goal?*
- ❖ *Are YOU being sincere about taking steps to move toward it?*
- ❖ *What needs to happen or what needs to be given up for your goal to motivate YOU to do it now?*
- ❖ *Is YOUR GOAL too big to tackle at this time?*
- ❖ *Is it better to set a more bite size goal now to give YOU the confidence to take on this larger goal at a later time?*

Your Journal has many other uses. It captures your dreams, your thoughts, and significant events. We suggest revisiting your old journals to encourage yourself of what you have achieved in the past if you ever need a boost for what you are seeking to achieve now and in the future.

"The difference in winning and losing is most often ... not quitting." – Walt Disney

3. Goal Setting and You

One of the most powerful benefits when setting goals and achieving them, is that this gives you **confidence**. Self-confidence allows you to tackle larger and more challenging goals. Rarely does someone tackle Mount Everest if they have never done any mountain climbing previously. It is the lessons learnt from the smaller mountains that prepare them for the larger ones and give them the confidence to attempt Everest. Be careful that your first goal is not your 'Everest Goal', or you may be setting yourself up to fail. Do not despise the days of small beginnings. However, keep that 'Everest Goal' in sight. Set attainable goals now and work toward conquering that 'Everest Goal', whatever that might be for you.

It is never too late to set Goals. Colonel Sanders did not start KFC until he was in retirement age. Never undervalue a lifetime of learning to get to a place to really kick some BIG goals. However, let that not be reason for procrastinating on your goals now. Dream big NOW - I imagine Colonel Sanders may have thought if only he had pursued his dream in his 20's, he would have had longer to enjoy the rewards.

"Setting goals is the first step in turning the invisible into the visible."

– Anthony Robbins

4. Create a 'Me' File

One of the greatest enemies you have to face on your goal setting journey, is self-doubt and unbelief. These can erode the strongest intentions right at the foundations of your goals. Surrounding yourself with people who will lift you up and not bring you down is important. Your environment has a lot to say about your outcomes, so work at creating a positive environment or 'sanctuary' where you can really allow Your Dreams to incubate and Your Goals to be established.

Having a 'Me File' is encouraged. Every time someone has given you something encouraging; a card, an email, a letter, a text ... keep these all together in a safe place in your sanctuary to read when required. When you feel low or somewhat defeated, reading how you have helped or inspired others, or of their belief in you, is a powerful injection of much needed encouragement. It is not about being egotistical, rather receive such compliments as blessings and treat them as gifts of gold. Remember, words create. So ensure you sow loads of great words into yourself as well as your team. Encouragement is oxygen for the soul, so be lavish, honest, sincere, and generous with Your Team, as such words may be the saving grace that gives them the very momentum and encouragement they need to keep going in time of doubt and self-defeat.

5. Your Dream Board

While shooting for your current more achievable goals, prepare yourself for those 'Everest Goals.' You may recall our story on Carolyn that she mentioned her Dream Board. This is simply a huge board that you place on the wall in your office or sanctuary that has all your dreams pinned to it. It may include images, words, maps, photos. You want to engage your visual senses, as this often evokes and engages other emotions when we view such imagery.

Your Dream Board or Vision Board is a powerful tool in keeping Your Goals 'in your face' so to speak. Carolyn had a large map of the world and placed a colourful pin at every port she was going to visit on her cruise. She included pictures of all the places and things that she planned to do at those ports that were on her bucket list. She included images of cruising, lush food, the fun, and fellowship she would hope to experience while on the cruise. It kept her focused. Together with her inflatable cruise ship and with her photo stuck on the deck, she allowed herself to become emotionally involved with the goal and this built her belief. She had never travelled before, and now she was embarking on a 30-Day Cruise on her own! Her Dream Board was her friend, supporting her during times she could have given up - and there were times that she could have.

Carolyn's Dream Board helped to 'bullet proof' herself when any doubts started to creep in, which they often do. She understood the value of doing this and following all the steps as laid out in this Module, and referred to such, as *part of the process* for any future goals she had for them to become a reality. Interesting to note, there were others in her class who also set goals that day, that never followed through with the steps laid out before you in this Module. They also never bothered to create a Dream Board, and they are yet to achieve their goals. Many of the steps detailed in this Module that turn dreams into reality are easy to do, and therefore they are also easy *not to do*. **It is the little disciplines that pave the way for BIG results.** Your Dream Board is purely another simple tool to keep you pressing forward toward your Wildly Important Goals.

"Every discipline has a multiple reward." - Jim Rohn

◆ What is Your WHY?

Your personal 'WHY' for chasing your dreams is what gives you the motivation to press forward, it is therefore important you keep this close to your heart. For many, there is often a lot of raw emotion attached to their 'why', and that is what keeps them going. The bigger your why, the greater chance you will stay the path to move forward and pursue your goals. **Keep your why handy.** Your personal 'why' will often be the difference between success and failure during those crucial times on your journey when you are faced with your biggest challenges.

*I wonder what we all would achieve
if we knew we couldn't fail?*

The importance of having a BIG WHY. When interviewing potential Contestants for a popular reality television show on weight loss, one of the key things they look for are those who have a big enough 'why' to lose weight, as they are more likely to continue to the end and not give up. Many Applicants want to lose weight, yet some simply do not have a big enough reason to do so. Inevitably, they remain where they are.

One of the Contestants was a single father as who was dangerously overweight. He was a single Dad with two sons. When interviewed for the television program, he shared with heart felt emotion his 'why' for coming on the show; his motivation was that he wanted to be alive to see his sons grow up and get married. During the series he was making great progress, however there was a crucial turning point during the show where he became overwhelmed, and as a result, he decided to give up. His Trainer took him aside and played back his application interview prior to commencing the program. Upon watching the video, when this man was reminded of his 'why', and his reason for coming on the show, he got straight back up and pressed forward. He went on to achieve his weight loss goals – it was inspirational. This demonstrated the importance of having a big enough why when pursuing goals. Your why will either propel you toward your goal, or cause you to give up when obstacles arise, as they often do.

*“Only a man who knows what it is like to be defeated can reach down to the bottom of his soul and come up with the extra ounce of power it takes to win when the match is even.”
– Muhammad Ali*

◆ Get Your Rhino Skin On!

To be in any business, there is a certain degree of 'rhino skin' we all need to develop. Often you will need to be tough enough to not take things personally. In many ways, your entire EcoMastery Success Program is designed to give you the education and confidence to succeed where others often give up. Some people want you to fail and will do their best to sabotage your success. Often this is because your success can expose their own lack of action. It is easy to criticise someone before they achieve any success, yet once success has been achieved, critics are often found saying; *“they were, just lucky”*.

*“People who say it cannot be done
should not interrupt those who are doing it.”
– George Bernard Shaw*

Being anchored to your vision and belief in yourself and the EcoForce Opportunity is paramount for you to achieve your objectives and your Goals. Napoleon (not a very nice man), was once quoted; *"I am so focused on the outcome, the obstacles must give way!"* **Laser focus is often required to achieve anything that is worth pursuing in life.** People soon realise you are doing this with or without their involvement, and they have little sway on your determination. That is Your Rhino Skin.

*Some people dream of success,
while others wake up and work hard at it.*

You want to attract people with a great level of desire and passion to create depth within your organisation, because those with low drive and passion give up at the first or second obstacle. Expect 100% commitment while you give 100% effort.

Obstacles are simply nature's way of really testing our personal conviction and belief. Observe people when they meet obstacles to see how they respond; this is where their true character is really exposed. Obstacles always happen, you can be guaranteed of that. Recognise them and look for solutions to rise above them - and rise you must.

◆ A Winning Example of a Rhino Skin Attitude

A true Champion needs to believe in themselves, even when others don't.

A young 16-year-old Australian girl had a dream. Jessica Watson believed she had what it would take, to be the youngest solo-sailor to circumnavigate the planet. As her goal became publicly known, it was interesting to observe the many mixed responses to her dream. The criticism she received, even from people who did not know her, was widespread. Just before she commenced, her little yacht hit a large container ship during the night. The flood of criticism that followed was incredible. Many were keen to watch her response.

This was make or break for Jessica. To give up and retreat to safety, who could blame her? Or would she ignore the critics and press forward to pursue her goal despite the critics? It was inspiring to see her hold onto her dream and follow her heart. She bravely commented in a media interview, that the setback of hitting the ship was actually a blessing in disguise. She adjusted her yacht to ensure this would not happen again as she continued to plan her voyage. This setback actually saved her life.

*Embrace the obstacles! Often a setback is setting You up for a comeback.
Learn to look for the lessons in all things that don't always go to plan.
They may actually be a blessing in disguise.*

Months later Jessica sailed safely back home into Sydney Harbour – she had achieved her goal. A flotilla of sea craft of all shapes and sizes greeted her. Even the Prime Minister of Australia welcomed her home on the steps of the iconic Sydney Opera House. Her critics were silenced. She had anchored to her dream, and made history as the youngest person to sail around the world as a result. **Jessica Watson had her Rhino Skin on.**

*"Everyone can rise above their circumstances and achieve success
if they are dedicated to and passionate about what they do." – Jessica Watson*

How will you respond to any critics of your decision as you pursue your Goal? I trust you never will have to deal with an entire nation of critics and the media like Jessica. Now that would be a real test of personal commitment. Often those who are complaining that something can not be done should get out of the way of those who are doing it.

"It is not how you start, it is how you finish." - Chef Didiér, 'The Last Holiday'

◆ **Become the Person you want to attract in your organisation**

*You will rarely attract people with a greater level of desire and passion than you.
If your levels are low, chances are, your team's enthusiasm will be low too.*

People often say, 'If I could just get some really, great people into my business then I will succeed.' The reality is, to attract those 'really great' people, we need to choose to be the quality of person we want to attract. **It is one thing to attract great people, it is a whole other thing to keep them.** If we are not prepared to grow as a person and proactively work on improving ourselves to attract great people and also how to keep them in our Team, then the dream of being successful in anything may remain a dream. The full potential of this Opportunity depends on YOU.

*"A great attitude becomes a great day which becomes a great month
which becomes a great year which becomes a great life." – Mandy Hale*

There is a lot of talk about the 'Law of Attraction' ... because it works. You rarely will see an advertisement in a newspaper stating, "Lonely biker looking for a gang to join." They will often find a gang without relying on advertising. **Like attracts like.** An eagle does not date a turkey. Become the person you want to attract into your Team and in your life. You will soon be attracting them into your world, as they will be attracting you as well.

*"Focus more on your desire than on your doubt, and the dream will take care of itself.
You may be surprised at how easily this happens. Your doubts are not as powerful
as your desires, unless you make them so." - Marcia Wieder*

◆ **When the Goal is within sight**

*"Whatever you do, or dream you can, begin it!
Boldness has genius, power and magic in it." - Goethe*

Consider a fully prepared team who has made the decision to climb Mount Everest. Judging from those who have gone before, the team estimates that they should reach the summit in no more than 45 days from leaving Base Camp. **However, along the journey some unforeseen things happen.** Unexpected weather conditions slow them down, some of the team get sick which uses up time as they wait for them to recover, avalanches obscure their path, and days are used up clearing a safe passage. It soon becomes obvious they will not reach the summit within the 45-day timeline they had set when they embarked on this goal. Rather than celebrating what they have achieved and how far they had come, they focus on the disappointments and timeline of 45 days may not happen. Despite with sufficient resources should they take just a day or two longer to achieve their goal, on the 44th day they turn back and give up.

Just like this team, many people give up just before their breakthrough or achieving their goal because things did not go as planned. If the Everest team were prepared to accept that things do not always go to plan, they may have achieved their goal if they had just kept going. **The tragedy is, they gave up.**

When you are actively pursuing a goal, when things go wrong as they often do, you have earned the right to move the goal posts. However, do not stop of give up ... your goal may be closer than you realise. It is not always about the destination, rather the journey, so **keep going!** Sometimes you just got to reach down deep inside to find the determination to keep going. Failure is not an option. Success is the *progressive realisation* of a worthy goal or ideal.

"The view from the summit is worth the climb." - John Smart

◆ **Dreams do come true - Genevieve's Story**

Some years ago, Genevieve decided to aim for a significant rank within her organisation. The host company had set a date for anyone aiming for this rank to qualify by, and she was working tirelessly to make it happen. She was so determined and totally believed that she would achieve this goal, that she boldly, and bravely, shared her goal publicly with others at a large event in front of many people. All eyes were on Genevieve. Her whole team supported her and were following her progress. Everything appeared to be tracking well.

The night before the final date to qualify, Genevieve came into my office - she was in tears. So many things had gone against her. It appeared that she was not going to make the rank by the following day after all, and she was devastated. It was not just the rank, there were many other very personal reasons for her to qualify. There was also a Company Challenge which included an overseas trip that she would miss out on that she had hoped she would achieve with the new rank she was aiming for. She was so embarrassed. The fear of everyone knowing that she had failed, she wished she had never told anyone what her goals were. Her anguish was obvious, and I felt her pain.

I tried to console her by focusing on what she had achieved regardless of falling short of this goal. **What she had accomplished in the time frame was impressive and a credit to her.** All she needed was two more registrations in her organisation to qualify, yet there was literally nothing more she could do to achieve this new rank by the following day. She had done all she could, she had never given up, yet she left feeling defeated.

Miracles do happen. Just two days later Genevieve phoned me, she was euphoric. She received a call from the Company who advised there was a problem with their online systems. Unknown to her, there were two registrations that could not be processed, so they had processed these manually for her and backdated for the previous qualifying month. **As a result, Genevieve had achieved her goal and had qualified for the Company Challenge.**

"Don't quit. Suffer now and live the rest of your life as a champion." – Muhammad Ali

Without Genevieve's knowledge, someone in her team had a challenge trying to enter two registrations online. They contacted the Company who recognised it was their error. Once sorted, the registrations were back dated. This person was aware of Genevieve's personal goal. It was enough to get her over the line and she was credited with the rank, plus she

qualified for the Company Challenge! She could not believe it! She literally had done all she could right to the last minute, it was like there was another force working with her to make her goal come true. **She never gave up.**

“Set daily, monthly, and long-term goals and dreams. Don’t ever be afraid to dream too big. Nothing is impossible. If you believe in yourself, you can achieve it.”

◆ **Never give up**

“You can’t direct the wind; however, you can adjust Your sails.”

Sometimes some things do not always work out. Sometimes despite all the best intentions and actions, things do not always go to plan. Sometimes you just need to take heart with what you have achieved, then let go and let God. Think of where you have come from, and what has been achieved from the actions you did take. If you had done nothing, nothing would be achieved anyway. There is something profoundly powerful about claiming a goal and setting a date and working toward it. If you have done all you can, only then you have earned the right to move the goal post if you need to. The reality is, it does not matter where you put the goal post. It will remain the same distance away from your goal if you never move towards it. Someone once said; *“It may take me 10 years to achieve that goal!”* Well, in ten years they will be ten years older whether they took any action or not, so why not take the required action now? They will either be celebrating in ten years or have ten years of regret.

“Faith without works is dead.” - the Bible

Not everything happens according to plan so plan to keep going. Be flexible and do not be too hard on yourself. Set BIG goals and enjoy the journey. Getting to the summit is great, however the real gold is in the journey where the memories are made and where personal growth occurs.

*“Success means having the courage, the determination, and the will to become the person you believe you were meant to be.”
- George Sheehan*

◆ **Ensure you take Time Out to Celebrate!**

Reward and recognition are important for you as well. In addition to providing the reward and recognition for Advocates in your Team who have achieved significant milestones on their journey, it is just as important you reward yourself when you achieve a goal you were aiming for.

Once you have achieved any Goal, make sure you make time and take time to celebrate! It is so important to reward yourself. Either treat yourself or let someone else treat you in recognition of what you have achieved. You have earned it. Bask in that glory and then take time to prepare and strategise for your next goal. This time, turn up the heat. Go after a BIG goal and enjoy the life that you have.

◆ Your non-negotiable Top 5 Daily Tasks

The greatest achievers in the history of the world found something that aligned with their personal values and went after it.

✓ **Every day, write down 5 Tasks that if done, would move you toward your Goal.** Write these in order of priority. Number one should be your least desirable task - the one that requires more attention, energy and focus to make happen.

✓ **Next, commit to work through your To Do List.** Other things will crop up during your day, (the whirlwind), however, challenge yourself to get that list complete. As you complete a task, cross it out and tick it off. Avoid going to the next task until the previous item has been completed. Nobody is too busy, it is just a matter of priorities.

✓ **Subconsciously, as you tick off items on your To Do List, this boosts your personal confidence and assists to gain momentum throughout the day.** There is a real sense of achievement. By simply achieving all that was on your To-Do List for the day, this nourishes your energy, and you will see your goals with greater clarity.

*“The key is not to prioritise what’s on your schedule,
but to schedule your priorities.”
– Stephen R Covey*

▶ **This is a strong defence against procrastination and builds personal accountability.** You lead the way to ask and expect the same from those in your Team.

▶ **For whatever reason, should you not complete your entire Top 5 for the day, then the remaining items become your priority tasks for the next day.** These may be in addition to the Top 5 for the next day, however, do not overwhelm yourself. Your To Do List should be achievable steps that can be completed in a day toward a bigger picture goal that you complete over time. It is all about completing many little steps executed daily over a week, rather than all the steps lumped together in one day, which often results in very little being achieved.

We all have the same number of hours in a day. How you use that time will either bring your goals closer, or keep them a distant dream.

◆ Time cannot be managed – we can only manage the tasks in the time that we have

▶ **We are more productive between 8am and 11am.** If we do not manage our tasks throughout the day, often we get to the end of the day with no time left to achieve the important things that needed to get done. **Therefore, tackle your bigger tasks first.** Leave the smaller tasks for when the bigger tasks are done – you will discover you will achieve much more in a day. Easier tasks are often best completed in the afternoon.

*“Your most important tasks and priorities are those that can have the most serious consequences, positive or negative, on your life or work. Focus on these above all.”
– Brian Tracy*

*"The only mission statement a company needs:
You shall know them by their deeds."
- PK Shaw*

► Following is a great article with practical advice by Marcel Schwantes, Founder and Chief Human Officer, 'Leadership from the Core'.

◆ **Science says Only 8 Percent of People Actually Achieve Their Goals. Here Are 7 Things They Do Differently. Most of the time, it comes down to simple habits to keep us accountable**

According to the University of Scranton, a whopping 92 percent of people who set New Year's goals never actually achieve them. You can count me in that group. Failing to meet goals is pretty frustrating and can set you back.

That leaves 8 percent of us in a very elite category of goal-achievers. What do they do differently that 92 percent of us are missing out on?

1. They begin with the end in mind

When setting goals, you have to know where you are headed. When writing down your goals, make sure that you understand the path to your final destination. After all, a goal without a clear roadmap is just a pipe dream. Once you have your goal on paper, write out what you will need to get there. These are your subgoals and the resources that you will need to support you along the way.

2. They build a support system around them

High performers and productive people don't do it alone. They understand that they can achieve more and do it quicker with the help of a mentor, coach, or adviser (or advisory team). If you wanted to get better at tennis, you would probably hire an instructor who would help you improve your serve or backhand volley. Setting and meeting larger goals is no different. Look for allies and build a network of experts who care about your success and keep you heading toward your goals. Meet with them regularly, seek their wisdom, ask for advice, and listen carefully.

3. They set specific and challenging goals

Research has uncovered that when people followed these two principles (specific and challenging goals), it led to higher performance 90 percent of the time. For example, if your goal is to lose 30 pounds by the end of the year, it may be challenging, but it is too vague and not specific enough. Try this instead: *"During the month of July, I will lose five pounds by reducing sugar, breads, and soda. I will also walk briskly for 20 minutes daily."* When you have that much clarity around your goal, your chances of hitting the mark increase dramatically.

4. They recognise when they are procrastinating

We have all suffered from procrastination in one form or another. It is important to figure out the reasons for your procrastination. Some people find a particular task or job aimed toward attaining a goal unpleasant, and that becomes the source of their avoidance. Here are three instant strategies to help you out:

- I. Have clearly prioritised to-do lists, schedules, time frames for completing a task, and deadlines for goals to help counter procrastination.
- II. Work back from your deadlines to know how long you need, and when to get started so you're not late.
- III. Focus on one task at a time. Contrary to popular belief, multitasking is actually counterproductive. Finally, like all well-organised people, make sure your work is broken down into manageable steps.

5. They practice the 52 and 17 Rule

When working toward your daily goal, try 52 minutes of work followed by 17 minutes of rest - what is known as "interval training" in sports. Brad Stulberg and Steve Magness, co-authors of 'Peak Performance', found that adopting an interval-based approach to productivity is not just for gifted athletes. One study found that its most productive employees preferred a work routine where they spent, on average, 52 minutes engrossed in their work, took a 17-minute break, and then returned to their work. Retaining the highest level of productivity toward achieving your goals in a day is not working longer; it is working smarter with frequent breaks. If 17 minutes every hour feels like too much consider just taking five or 10 minutes every hour and seeing what effect it has. The results could surprise you.

6. They listen to music for focus

Music has been found to be a great way to maintain focus and stay productive for goal-attainment. The key is to experiment first and find suitable music that helps you focus. A good tool to use is 'Focus at Will' (www.focusatwill.com), which uses music scientifically driven to improve your concentration. Background noise also has also been proved to sharpen your focus. Try 'Coffitivity' (www.coffitivity.com), a tool that emulates the ambient sounds of a café to boost your creativity and help you work better to get stuff done.

7. They don't multitask

There is a myth out there that to be successful means to act with warp-speed urgency and do as many things as possible at the same time. Actually, the most successful people are very patient and avoid juggling many things. In fact, research says multitasking is a myth and can be damaging to our brains. You end up splitting your focus over many tasks, losing focus, lowering the quality of your work, and taking longer to hit your goals. The 8 percent of people who nail down their goals are smart enough to work on several smaller chunks to complete a big goal. But they do it by knocking one down then moving on to the next one.

Hyperlink to article with references: [Science Says Only 8 Percent of People Actually Achieve Their Goals. Here Are 7 Things They Do Differently | Inc.com](#)

You don't get an extraordinary business with ordinary standards



Wrap Up

To make a difference YOU first have to be prepared to be different.

Goals are simply fun ways of discovering what is possible, as opposed to merely existing in a lifetime of mediocrity. Every human being has more talent and ability than they could possibly use in a lifetime. Our gift to the planet is to develop as many talents as possible and explore our potential in many areas with the life we have been given. We were all created to achieve. When we are not in a creative space pursuing something worthy of our energy, we can often feel somewhat unfulfilled as a result. Bitterness and depression can enter our soul. There is something addictive to the human spirit with the thrill of achieving a goal, that money simply cannot buy. Our steps of faith breathe life into the dreams of others, inspiring them to discover what it possible for them.

“When you arise in the morning, think of what a precious privilege it is to be alive – to breathe, to think, to enjoy, to love - then make that day count!”

- Steve Maraboli

Everyone has dreams, yet few take the time to make them happen ... you now know HOW. Some people fear success, while others fear failure. All fear amounts to nothing. Yet as you take deliberate intelligent steps to pursue your goals, it is the thrill of the chase, the things you learn, the people you meet, and the person you become, which is all disguised as a goal, where the journey delivers the greatest rewards.

This Module provides you the foundations and mindsets to prepare you to turn YOUR dreams into reality. Be bigger than your strongest critics. Make the most of all the activities and take intelligent action. Stay focused and be a regular Goal Achiever.

The EcoForce Opportunity is a powerful vehicle to create a regular passive recurring income that opens up doors to turn many more dreams in your Bucket List into a reality. **Build your Team wisely.** Choose people who deserve to be successful. Inspire and assist them to turn their dreams into reality as well ... life is too precious a gift to waste.

“People who say that life is not worthwhile are really saying that they themselves have no personal goals which are worthwhile. Get yourself a goal worth working for. Better still, get yourself a project. Always have something ahead of you to look forward to, work for and hope for.”

- Maxwell Maltz



◆ KEY SUCCESS POINTS

your personal review

1. **Why** do we need to have **'goal posts'** in life, especially when it comes to goal setting?

2. **What** does a 'Score Board' do to the **behaviour** of myself and my team while we aim for goals together?

3. **Explain what is meant** by this statement: 'People play differently when they are keeping score.'

4. a) **What** are the 4 Disciplines of Execution?
b) Beside each Discipline, **briefly share in your own words** what each means.

5. What is something **you got personally** from Carolyn's Story?

6. a) **What** does the **acronym SMARTI** stand for?
b) **What** are **your** chosen Personal and Professional Goals, **YOU** have decided to make a reality from completing this Module?
c) **How important** are these to you?
d) **What** would it **mean to you** once you have **achieved them**?
e) **What dates** have you set to **achieve each by**?

7. a) When writing out your goal as a decree and declaration, **what is an important phrase** to use when starting your letter?
b) **Why** is this important?

8. a) **What** are the 4 Practical and Essential Writing Tips?
b) Beside each, write **briefly in your own words** the **purpose** of each.

9. a) **What** are the **5 Wining Behaviours** of Champions?
 b) Beside each, write briefly **in your own words** the **purpose** of each.
 c) **Why** is finding **your why** for pursuing a goal so important **prior** to putting steps in place to make it happen?
 d) **What is your why** for being an active EcoForce Global Advocate?
10. **What** is meant by the term, 'Get Your Rhino Skin On'?
11. a) **What** is the 'Law of Attraction'?
 b) **How** does this relate to building a great organisation with the EcoForce Global Opportunity?
12. a) When your goal is within sight, and despite any last challenges that may be thrown your way, **what two words** should you keep repeating?
 b) When have you **earnt the right** to **move** your goal post?
13. a) Why is **taking time out** to **celebrate** each Level achieved important?
 b) **Choose a level** from the **Advocate Rewards Program** that **you** would like to aim for. **How** do you plan to **celebrate** once you have achieved this level?
 c) **When** do you **plan to achieve** this level with EcoForce Global?
 d) **What** do you need to **put in place now** to make this happen?
 e) **How** will it **make you feel** once you have achieved this?
14. a) **Explain in your own words** what is the purpose and benefits of having non-negotiable Daily Top 5 Tasks?
 b) **What** are the **3 points** to consider when creating a To Do List?
 c) **When** is the **best time of day** to tackle the bigger more challenging tasks?
 d) **Why?**
15. What is **one quote** from this Module that you will include on Your Dream Board?