

KEITH FERRAZZI'S

6 STEPS TO  
SET YOUR GOALS  
FOR SUCCESS

# SET YOUR GOALS FOR SUCCESS

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# INTRODUCTION

Everyone has a distinct mission inside of him or her, one that has the capacity to inspire.

Have you ever sat down and thought seriously about what you truly love? What you're good at? What you want to accomplish in life? What the obstacles are that are stopping you? Most people don't. They accept what they "should" be doing, rather than take the time to figure out what they really want.

We all have our own loves, insecurities, strengths, weaknesses, and unique capabilities. And we have to take those into account in figuring out where our talents and desires intersect. That intersection is what I call your "blue flame"—where passion and ability come together. When that blue flame is ignited within a person, it is a powerful force in getting you where you want to go.

The blue flame is a convergence of mission and passion founded on a realistic self-assessment of your abilities. It helps determine your life's purpose, from taking care of the elderly to becoming a mother, from being a top engineer to becoming a writer or a musician. I believe everyone has a distinct mission inside of him or her, one that has the capacity to inspire.

—Keith Ferrazzi

# SET YOUR GOALS FOR SUCCESS

## TOUR THE PERSONAL SUCCESS WHEEL

The Personal Success Wheel defines the seven areas that together add up to a happy, successful life. You can use the wheel as a launching point to get clearer on your own future needs and the goals you should set to satisfy them.



**Financial Success:** Issues around money  
*Increasing your earnings, paying off debt, saving or investment goals*

**Professional Growth:** Issues around career  
*Earning a promotion, learning a new skill, changing professions, or re-entering the workforce*

**Deep relationships:** Issues related to your family, close friends, lifeline relationships, and romantic relationships  
*Preparing to having a child, dating more frequently, or staying in closer touch with your parents*

**Giving back:** Our philanthropic outreach  
*Tithing, volunteering, becoming politically active*

**Spirituality:** Exercising beliefs and connecting to a higher power  
*Attending church regularly, spending time in nature, yoga*

**Intellectual stimulation:** New learning and experiences that stir the mind  
*Learning to play an instrument, boning up on a new subject, daily Sudoku, travel to new destinations*

**Physical Wellness:** Issues related to health, fitness, and prevention.  
*Losing weight, quitting smoking, improving fitness, eating healthier*

# SET YOUR GOALS FOR SUCCESS

## TOUR THE PERSONAL SUCCESS WHEEL

Sometimes achievement in one area of the Wheel requires change in another.

### A few tips about the Wheel:

- ✓ Sometimes in order to achieve in one area of your life, you need to change what you're doing in another area. For example, if you have a Professional Growth goal is to launch your own business, you might first need a Financial goal – saving a nest egg or improving your credit score to secure a loan.
- ✓ Oftentimes goals satisfy needs across multiple areas – for example you might pursue work for a green company or environmental nonprofit as a way of combining your Professional Development with Giving back.
- ✓ “Balance” doesn't mean dividing your time equally across the seven areas. Think of balance as happening over the course of a life, and as being different for every person; depending on where you are in your journey, your focus will shift.

# SET YOUR GOALS FOR SUCCESS

## IGNITE YOUR BLUE FLAME

**So how do you discover your bliss? Some tips to help you look inside and get started.**

This is a simple exercise. But the results can be profound.

- 1. Get your mind ready for a deep self-assessment.** Some people pray. Others meditate or read. Some exercise. A few seek long periods of solitude.
- 2. Shift your mindset.** Throw away the usual constraints you put around possibility – the doubts, fears, and expectations of what you “should” be doing. You have to be able to set aside the obstacles of time, money, and obligation.
- 3. Create a list of dreams and goals.** Some will be preposterous; others overly pragmatic. Don't edit yourself at all right now. Next to that first list, write down in a second column all the things that bring you joy and pleasure: the achievements, people, and things that move you. The clues can be found in the hobbies you pursue and the magazines, movies, and books you enjoy. Which activities excite you the most, where you don't even notice the hours that pass?
- 4. Start to connect these two lists.** Look for intersections, that sense of direction or purpose. It's a simple exercise, but the results can be profound.

# SET YOUR GOALS FOR SUCCESS

## THE FIVE QUESTIONS YOU MUST ASK YOURSELF

Where do you want to be ten years from now in your career? In your life?

Answer the questions below to begin to articulate your vision. Take some time to think independently, but also call upon friends and loved ones to discuss.

If you're unsure of some of the answers, just think of the exercise as a way to start exploring what you want. You're not bound to your answers – you can revise and amend as you focus your thinking over time.

- 1. What areas do you see in yourself that could be strengthened? What knowledge, experience, training, and personal relationships do you need to get there?**
- 2. What steps do you need to take to make sure you have no regrets at the end of your life and career?**
- 3. What area of the wheel do you think most needs your attention right now and why?**
- 4. Where do you want to be ten years from now in your career? In your life?**
- 5. Three years from now?**



# SET YOUR GOALS FOR SUCCESS

## READY, SET - GOALS!

Plan to discuss and refine your goals with the help of support partners.

Once you have a solid grip on your long-term vision, shift your attention to concrete action by setting medium and short term learning and performance goals – and make sure those performance goals are S.M.A.R.T. (See the following pages for more on the different types of goals.)

1. Working backward from the 3-year goal you established in the last exercise, pick one feasible, achievable, and measurable 1-year goal.
2. Once you've determined your goal, designate what you will do to achieve that goal within the next 60 days, 6 months and a year. For each category, pick at least one performance goal and one learning goal. These are your milestones along the way to success.
3. Consider these goals to be a starting place. Plan to discuss and refine your goals with the help of support partners.

# SET YOUR GOALS FOR SUCCESS

## READY, SET - GOALS!

As long as you do the work, there's no way to fail at a Learning Goal.

**Remember the two types of goals:**

**PERFORMANCE GOALS** are quantitative goals that offer concrete, measurable parameters that define success.

Examples of performance goals:

- Lose 20 pounds by the time summer arrives
- Increase my sales by the 3rd quarter
- Find the love of my life by the time I'm 30
- Quit smoking within one year

**LEARNING GOALS** are qualitative, mini-goals that define what you need to learn to help yourself achieve a specific performance goal. As long as you do the work, there's no way to fail at a Learning Goal.

Examples of learning goals:

- Learn the proper technique for at least three new toning exercises by June 1st
- Find and adopt at least two successful practices a mentor or expert has used to increase sales
- Commit to dating for one year and, after each experience, write down one thing you learned you want/need in a relationship and one thing you would rather do without
- Learn the psychology of addiction and note how/when I successfully replace old habits (smoking) with new one

# SET YOUR GOALS FOR SUCCESS

## READY, SET - GOALS!

A goal without a deadline is a wish, not a goal! Be SMART about goals.

When setting performance goals, make sure they are:

### **S = Specific**

What is it, exactly, that you hope to accomplish? The more specific the goal, the more focused your efforts will be.

==> Not Specific: "Be more successful"

==> Specific: "Increase client retention by 20%"

### **M = Measurable**

Can you measure your success? How?

==> With numbers? Percentages?

### **A = Achievable**

Can you reach this goal? Setting goals too high only sets you up for disappointment.

==> Set smaller mini-goals if necessary.

### **R = Relevant**

Will reaching this particular goal enhance your life? How?

### **T = Time-bound**

Give yourself a deadline - otherwise you have a wish, not a goal!

# SET YOUR GOALS FOR SUCCESS

## SHIFT FROM WHAT TO WHO

Think of goal setting as a strategic plan for You, Inc. Companies need boards, and so do you.

Take a personal lesson from the best companies, who know they need a team to figure out where they're going – no one person can do it alone.

The idea is to shift your thinking about goals from *what* to *who*. Here are two steps to help:

**1. On a piece of paper or excel sheet, list 3 potential contacts who can help you achieve your 1-year goal – how do you think they can help?**

Ideally, do this exercise with your lifeline relationships – they may be able to add to your list by making introductions. Or they themselves may be on this list! These may be people you know already, or they may be people you need to meet.

**2. Commit to launching your outreach plan to these contacts within 30 days time.**

Remember, always approach contacts, especially new ones, with generosity!

# SET YOUR GOALS FOR SUCCESS

## GOING FORWARD

How will you  
make sure  
your intention  
becomes  
sustained  
action?

**You're off to a great start – now, how to make sure that intention becomes sustained action?**

Let others help! Try one of three options for enrolling others in helping you sustain your commitment:

1. Start a Lifeline Group, the ultimate mutual support tool! See *Who's Got Your Back's* "Do It Yourself" chapter for details.
2. Find an accountability buddy! Ask a colleague or a friend to sign on as your mutual accountability buddy. Check in with each other weekly to make sure you've each taken steps toward accomplishing your goals, and to assign next steps.
3. No one in your circle who you feel comfortable asking? Make a new friend on the myGreenlight Community ([myGreenlight.com](http://myGreenlight.com)) to be your Accountability Buddy. That's what they're there for!