



MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES
MANAGEMENT CONSULTING GROUP

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Goals Revisited



Welcome to the Monday Motivator, your weekly cup of mental java for managers; to help you with leadership, guidance, direction, team building and performance. In this edition we revisit the topic of GOALS.

Goals are fundamental to life for us humans. Once we have our basic needs taken care of, we can focus on more creative activities. Without goals we have a more difficult task providing the basics that allow us to have a place to live, food to eat, water, medical care, clothes, money, etc.

Even if we don't admit it, none of these basic needs is provided without goals, even if we are not aware that we have such goals. Many times goals are simply taken for granted. We think about what we want and our actions allow us to achieve, acquire, become or create the desired outcome. A good example is getting to work on time each day. As we think about this the underlying reason for wanting to do it is to keep our jobs so we can get paid and provide for our basic needs.

Now let's think about the steps required to get us and those we manage to work on time:

Get up in time to clean up, dress up and show up.

Prepare lunch, clothes selections; find the keys, the wallet, the phone, and any other items to take with us.

Start the car or be on time for the ride to the office.

Allow enough time to get to the office by considering the traffic, possible delays, the coffee shop, etc.



Arrive at the office, get to the desk and start the work day, join meetings, hold conference calls, etc.

Everything about the above collection of simple goals is dependent on the same consideration ... the clock! Time is not forgiving. If you are late, no excuse will cover your miscalculation. For example, we all know that a plane leaves at a certain time. If we don't plan to be at the airport one hour early we chance missing the flight and that can be costly, hugely inconvenient, even embarrassing at times. So we pay a lot of attention to clocks, watches, etc. There's just no getting away from this reality.

In our management presentations we teach that most of us have important life pursuits that account for just about 95% of our goals and our time. It helps to recognize them as a part of understanding the importance of goals. This applies to the teams we manage as well.



Most of us have goals in all of these considerations. To help us achieve our goals the next image will provide an easy to remember strategy: SMART!

Just remember the word SMART ... if you can remember that and follow the five steps outlined below then you will achieve more of what you want and less of what you don't want. This topic fills countless books on the shelves. At the end of this Monday Motivator I'll provide a few suggested reading choices in case you want to pursue this subject in further detail.



To achieve goals we must know what we want, why we want it, when we want it and how we plan to get it.

One inescapable reality we tend to overlook is that we live in a world of endless distractions. It's hard to focus on a single objective when there are so many other interesting activities going on all around us all the time. If there's a single word that sums up the most important issue in achieving goals it is this:

We can choose what to pay attention to and in what order. The best advice we can offer related to getting things done is this:

choice

Dump the "TO DO" list! They do not work very well. Studies have shown that the normal TO DO list will only have about 20 to 30% of the items on a typical list completed by the end of the day. This is inefficient by any measure. The best way to replace the TO DO list is the calendar list. Every smart phone has one or more and they are all very efficient. Here's how they work:

Date	Notes
8:00	
9:00	
10:00	
11:00	
12:00	
1:00	
2:00	
3:00	
4:00	
5:00	
6:00	
7:00	
8:00	
9:00	
10:00	

Start with a list of tasks, errands, calls, meetings or travel you need to get done for your day. This may look like a typical TO DO list but it's not. It's only a list. Now either use the digital calendar in your smart phone or on your computer screen and set the view for hourly. Now write down what you intend to do from 8 AM to 9 AM. Make notes to the right if needed. Then repeat for each hour on your planner.

The trick to success with this simple method is to avoid doing anything other than what you have written down for that time frame. In this way you will avoid wasting time and instead focus only on what is important to you for that hour.

In summary, goals can be short term, such as this hourly planner or long term, such as a career move, buying a home, building a business or improving a business you are running now. If you're a manager, having a system like this is critical to your overall success. If you wish to coach your team to do the same thing you will create a win-win-win scenario. You win, your team wins and your company wins. The odds are your customers are going to win in the process.

If you like this topic of goals / goal setting / task management / team leadership, etc. check out these links for additional data on these topics:

<https://www.psychologytoday.com/blog/neuronarrative/201310/10-things-you-should-know-about-goals> or <http://activatethought.com/goals-change-your-life/>

Until next week, if you know of any business that would benefit with a little coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it's going.

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Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.