The Secret to Creating Your Future
How to set goals that just happen
“I want a six figure business”

- Some Entrepreneur
The problem with goal setting in business

The unconscious mind can’t sort desires from goals
How do you know the difference between what you want for lunch and what you want to achieve my Jan 1st 2013?

They don’t get focused on enough
Let’s be honest, how long did you spend thinking about lunch?
How regularly do you revisit your goals?

Even if you know “The Secret”... ...you’re probably not focusing on the RIGHT goals. And your unconscious mind knows it.
The Reticular Activating System

The RAS filters and prioritizes sensory information to make the mind focused and alert.

“The reticular activating system also helps mediate transitions from relaxed wakefulness to periods of high attention” - Wikipedia
Mistake #1: State vs Goal

There are important distinctions to make between a “state” and a “goal”. Making these distinctions is the first step in transforming your goals into Well-Formed Outcomes.

**State:**
- Stated ambiguously
- Attainable *now*
- No steps
- Infinite
- Can be stated for others

**Goal:**
- Stated specifically
- Time is involved
- Steps needed to get there
- Measurable
- Stated for self *only*
Are “Well formed conditions” present?

1. Stated in positive terms
2. Initiated and maintained by you
3. Specific sensory-based description of outcome and steps
4. Ecological
5. More than one way to get the outcome
6. First step is specified and achievable
7. Outcome increases choice
Psychologically Superior Goals
“...Translate desires into concrete outcomes.”

What specifically do you want?
Stated in the positive (not what you don’t want).
Stated in the present tense.

Where are you now?
Specify your present situation in relation to you outcome.

What will you see/hear/feel when you have it?
Specify your outcome. The difference between a well formed outcome and a goal is the tangible result (internal or external) you’ll experience when you achieve it.

How will you know when you have it?
Specify your evidence procedure. What is the last thing that has to happen so that you know you’ve achieved your outcome?

What will this outcome get for you or allow you to do?
Make sure this outcome is congruently desirable. Is there a part of you that doesn’t want this outcome? Incongruent outcomes will undermine your success.
Psychologically Superior Goals (Part Two)

Is it self-initiated and self-maintained?
Is this outcome only for you? A well formed outcome must be entirely your responsibility and under your complete control.

What resources are needed?
What do you have now and what do you need to get your outcome? Have you ever done or had this before?
Do you know anyone who has?
Can you act as if you have it?

Is it appropriately contextualized?
Where, when, how and with whom do you want it? Are there any other specifics you need to include in your outcome?

Is it ecological?
For what purpose do you want this? What will you gain or lose if you have it? What will happen if you get it?
What won’t happen if you get it?
What will happen if you don’t get it? What won’t happen if you don’t get it?
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“It is January 1st 2015 and I am sitting by a roaring fireplace with my family. I run a P&L report in quickbooks and see that the total revenue for 2014 exceeds $200,000 and that I’ve paid myself precisely $100,000 in salary over the past twelve months. All taxes are taken care of too.

My body feels rested and healthy and my wife smiles at me when I tell her the final year’s numbers. The last twelve months have been a blast and we’ve enjoyed the journey as a family.

When I started, I just had an idea and some great books. I knew I needed a network, mentors, access to capital and to learn a whole lot more about business. I knew I could find those things, and learn how to circumvent any obstacles that might get in my way.

I set this goal for the freedom and lifestyle it affords my family. Achieving it means we’ll be able to travel and work remotely. My kids love that we work from home and have more opportunity than ever.”
COMMIT ACTION