

EMULATING EXCELLENCE WITHOUT EXCUSES

GOAL SETTING

PROVIDING LEADERSHIP AND
GUIDANCE FOR ACHIEVING GOALS

ACCOUNTABILITY | LEADERSHIP | MANAGEMENT

ZEROGAP



HELLO!
1ST OF ALL
I LOVE COFFEE

Founder & President of ZeroGap

Auntie

Women's Leadership Expert

Best-Selling Author

Saints Football Fan!

Mission: ELIMINATE GENDER WAGE GAP



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EXECUTIVE SUMMARY

Having a target, or milestones, to reach becomes critical in your ability to achieve more. In fact, **21 percent of goal-setting**, high-achieving leaders looked at in one study were more productive than their counterparts, according to Workboard. From the same source: **69 percent of leaders** surveyed said that communication business goals are the most effective way to build a high-performance team. **Setting goals and sharing it with your team is critical.**

5 BEST PRACTICES FOR GOAL SETTING

1. SET GOALS THAT MOTIVATE YOU
2. SET SMART GOALS
3. WRITE DOWN YOUR GOALS
4. PUT A PLAN INTO ACTION
5. WORK THE PLAN





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**DON'T GET AHEAD OF
YOURSELF. TRUST
YOUR PLAN, WORK
THE PLAN, BE FLEXIBLE
WHEN HANDLING
VARIABLES AND
YOU'LL GET THERE.**

IT'S CALLED HARD WORK
BECAUSE IT IS HARD. IF IT
WERE EASY, EVERYONE
WOULD DO IT.

1. SET GOALS THAT MOTIVATE YOU

WHEN YOU **SET A GOAL**, IT HAS TO MEAN SOMETHING, AND THERE HAS TO BE A **VALUE TO ACHIEVING IT**. IF THE OUTCOME IS OF LITTLE TO NO IMPORTANCE TO YOU, THEN THE CHANCES OF YOUR PUTTING IN THE WORK ARE NEXT TO NONE. IN FACT, 93 PERCENT OF PEOPLE CAN'T TRANSLATE GOALS INTO ACTIONS IF THE GOALS ARE IRRELEVANT TO THEM.

SO, START WITH THE GOALS THAT ARE HIGHEST ON YOUR PRIORITY LIST. IT'S EASY TO BE OVERWHELMED BY EVERYTHING THAT NEEDS TO BE DONE, SO START SIMPLE.

BREAK DOWN YOUR GOALS INTO YOUR TOP THREE, OR TOP FIVE, OVERALL GOALS, THE ONES WITH THE HIGHEST SENSE OF URGENCY. IF IT HELPS, **WRITE DOWN WHY THEY'RE VALUABLE TO YOU**.

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2. SET SMART GOALS

YOU MAY HAVE HEARD OF THESE ALREADY, BUT IT'S ALWAYS USEFUL TO HAVE A REFRESHER. IF YOU HAVEN'T HEARD ABOUT THIS ACRONYM, HERE'S WHAT IT STANDS FOR:

SPECIFIC

MEASURABLE

ATTAINABLE

RELEVANT

TIME-BOUND

USE THE ZEROGAP SMART GOAL WORKSHEET

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SUCCESS INDICATORS

Measuring your goals -
Establish concrete criteria for
measuring progress toward the
attainment of each goal you set.
When you measure your progress,
you **stay on track**, reach your **target
dates**, and experience the
exhilaration of achievement that
spurs you on to continued effort
required to **reach your goal**.



3. WRITE DOWN YOUR GOALS

- **START EVERY DAY** WRITING DOWN A LIST OF "TO-DOS," AS WELL AS PRINT OUT A CALENDAR WITH MEETINGS FOR THE DAY
- **KEEP THESE DAILY GOALS VISIBLE AT ALL TIMES** AND CROSS-CHECK THE THINGS YOU'VE ACCOMPLISHED TO GAUGE WHERE YOU STAND AT THE END OF THE DAY
- **THIS IS A BEST PRACTICE FOR BECAUSE IT MAKES THINGS TANGIBLE AND WILL HELP YOU KEEP YOUR TEAM ACCOUNTABLE.**

YOUR OWN LONG-TERM GOALS DON'T HAVE TO BE SPELLED OUT QUITE AS PUBLICLY, BUT YOU SHOULD KEEP THEM SOMEPLACE WHERE, EVERY SO OFTEN, YOU ARE REMINDED OF WHERE YOU WANT TO GO.

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4. PUT A PLAN INTO ACTION

ALWAYS HAVE A PLAN!

IT'S EASY TO GET SO FOCUSED ON THE OUTCOME THAT YOU FORGET THE **STEPS NEEDED TO ACHIEVE** THE OUTCOME.

YOU MIGHT GO FROM A THROUGH Z, GIVING LITTLE THOUGHT TO B, C, D AND EVERYTHING IN BETWEEN. SO, **WRITE DOWN** ALL OF THE INDIVIDUAL STEPS. THIS IS YOUR **ROADMAP TO EXECUTING YOUR PLAN AS FLAWLESSLY AS POSSIBLE.**

“Successful entrepreneurs map out their goals to achieve them. Entrepreneurs that develop a map to reach an achievement or overcome indecision are compelled to take action.”

HARRY MILLS

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5. WORK THE PLAN

HAVING A PLAN IN PLACE MAKES YOU OFFICIAL. **WORKING THE PLAN MAKES YOU SUCCESSFUL.** IF YOU TAKE THE TIME TO DRAW UP A GOOD PLAN, WHY NOT USE IT? IT'S TEMPTING TO KEEP CHANGING YOUR MIND OR TO DRAW NEW PLANS WHEN THINGS GO AWRY, BUT VARIABLES AREN'T AN EXCUSE NOT TO STICK TO THE PLAN. **TRUST YOUR INSTINCTS.**

ONE IMPORTANT PIECE OF ADVICE I'VE GIVEN IS: LOOK LONG-TERM, BUT LIVE SHORT-TERM. IT'S REALLY EASY TO **THINK ABOUT THE THINGS YOU WANT AND THE MONEY YOU CAN MAKE,** BUT THOSE DON'T BECOME POSSIBLE WITHOUT THE HERE AND NOW.

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STEPS TO SUCCESS

Don't get ahead of yourself. Trust your plan, work the plan, be flexible when handling variables and you'll get there. It's called hard work because it is hard.

If it were easy, everyone would do it.

Remember, **Goal setting** is the process of deciding what you want to accomplish and devising a plan to achieve the result you desire.





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WHAT'S THE DIFFERENCE BETWEEN A PERSONAL GOAL AND A BUSINESS GOAL?

BEST PRACTICE!

Business goals and personal goals have different purposes (business goals aim to improve your business rather than some aspect of your personal life) but there's no difference in the goal-setting process.



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NEXT STEPS, CREATE YOUR SMART GOALS AND HAVE YOUR TEAM CREATE SMART GOALS

Remember that the purpose of goal setting is to move us forward and spur positive change. If a goal doesn't have this motivating, transformational quality, don't bother with it. You'll just be disappointed.

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TAKE YOUR LEADERSHIP TO THE NEXT LEVEL

CONTACT US:

EMAIL: JACKIE@ZEROGAP.CO

CALL OR TEXT 678-774-9494

* 15% LEADERSHIP STRATEGY USE
CODE: GOALSET

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****WOMEN'S LEADERSHIP COACHING FOR
HIGH PERFORMERS**



**Make it
Happen**

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