

Take time this holiday season to think about 2004

by **Connie Brubaker**

Years ago, advertising legend David Ogilvy set out to establish a great advertising agency within a dozen years. That's an ambitious goal for anyone, but an astounding one for a man who was, at the time, a small Pennsylvania tobacco farmer.



Connie's Comments

On only his second day of business, Ogilvy made a list of the five clients he most wanted: Bristol-Myers, Campbell Soup, General Foods, Lever Brothers, and Shell Oil Company.

At the time he wrote that list, it must have seemed a pipe dream — to everyone, I suppose, except David Ogilvy.

And what do you know? Eventually, through persistence and talent, Ogilvy won all those clients, and many more besides. He never lost sight of the goal he had set. I can empathize with him, since many of you receive this newsletter because you are on *my* A-list of clients I'd love to do business with.

This time of year, with all the shopping and traveling and Christmas parties and general distractions, it's hard enough to accomplish the business goals for this week, much less broaden the scope of our planning. But I've found that it can really make a difference. Most of us take the time to make New Year's resolutions for our personal life: spend more time with the family, lose weight, stop smoking, watch less TV. Should we do any less for our businesses?

Before setting those professional goals, it's important to first take an inventory of your accomplishments through this past year. Are you where you want to be in your professional life? If not, why not? What positives and negatives did you experience this year?

In my experience, most of the people who put their goals in writing actually accomplish them.

In asking these questions, you'll begin to recognize the things you should focus on in the year to come. Once you have a clear understanding of those goals, you can begin to determine exactly how to best achieve them.

Each January, I set my yearly goals, identify and devise more involved projects, and map out monthly objectives and tasks. Most importantly, I write those objectives on my calendar. I've found the best way to spur myself into action — and hold myself accountable — is to set those goals down on paper. I don't think I'm alone in this. In my experience, most of the people who put their goals in writing actually accomplish them.

Of course, as important as it is to identify, plan and map, the difference between accomplishing the goals we set and falling short of them lies in the actual execution. Setting goals isn't the tough part. Completing the required assignments or tasks on a daily, weekly, monthly and yearly basis — that's where life intrudes and distracts or dis-

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Categories of Goals

Every January, I coach clients using a special *Goal Setting* workshop. One activity involves participants answering 50 questions designed to help them identify goals for the upcoming year. It's a pretty exhaustive process, but it sure helps them focus on what they want (or need) to achieve.

Based on their answers, their goals are divided into seven categories. If some seem non-business related, just remember that an employee who's happy in the other areas of life will also be more productive at work.

Think about what's on your list for 2004 and try grouping them into these areas:

- **Mental Goals**
- **Physical Goals**
- **Family Goals**
- **Social Goals**
- **Spiritual Goals**
- **Career Goals**
- **Financial Goals**



"I have a delivery for you: 1000 pens with the slogan 'Excellence is in the Details' and 500 factory-second, slightly irregular coffee mugs that say 'Quality Matters!'"

In this issue of SOLUTIONS:
 • Effective goal setting for 2004.
 • Categories of goals.
 • Integrity Selling seminar.

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Setting goals for the new year and beyond

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courages us. But like the old saw says: "A journey of a thousand miles begins with a single step." It may be corny, but it's also true.

So challenge yourself in the coming year. Aim high and hold yourself accountable. And reward yourself for accomplishing certain key tasks along the way. This kind of positive reinforcement is the best way to stay motivated.

On my desk, for example, I have a pull-out tray that reminds me of my personal goals. I have a list of Austin's top 10 restaurants where I reward myself and my husband with dinner. I have photos of furniture for the house — and I'm currently waiting for delivery of a new sofa. And I have a picture of the Eiffel Tower that really motivates me into action. *Viva la France* in 2004!

Connie also offers a 3-hour workshop on effective goal-setting. If you are interested booking her for your organization, please call (512)346-7270.

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You won't find a better value this holiday season: only \$800 per participant, with payment plans available. For more information, please contact Connie Brubaker at (512) 346-7270.