

# Corporate Survivors

## Corporate Performance through Individual Achievement

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Helping companies achieve business goals by ensuring:  
the leaders communicate a measurable vision;  
the sales team delivers the business;  
and the organisation is aligned to the common purpose.

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### In Your Wildest Dreams The real way to start setting Goals

We have all seen them. Many of us have read them. And we keep on buying more. More of what? Those alluringly covered books that promise to reveal the secrets of instant fame, fortune and the easy life. And why do we keep buying more? Because the last one didn't work!

So why is that? Dig between those tantalizing eye-catching covers in the Personal Development section of bookstores, and you will generally find some nuggets of good sense and advice. Yes, they do tend to be buried in pages of; "let me tell you a story about a chap who once..." but let's be practical. If you took the key solid advice from most books it would require two sheets of A4 to crisply and concisely deliver the message. No one pays \$25.99 for two sheets of paper. Also, in gaining understanding it is easier for many people if they can read examples and have a message gently conveyed and explained. That is one of the many ways people learn.

But why are all the readers of these books not retired multi-millionaires now? Because *you* have to do the work!

And why is that so difficult? Because many people don't know where they are going, or what their purpose is. You can have the best road map in the world, but if you haven't decided on your destination, it remains just a very good map.

#### **GOALS**

Now, many books contain sound advice about the benefits of goal setting. I don't need to go into detail, because most of you have read about it. Long-term goals. Short-term goals. Big Hairy Audacious Goals. All are covered. How to define them. How to validate and test them. Last, but not least, how to put them into action.

Well OK! maybe let's just have a quick recap for those of you who either haven't bought a book or have left them on the shelf for a while. There are a number of models for this, but the most common one is SMART. And again, please remember that there are other words used for the SMART acronym. But the essence of each is the same. Before we go into the details of what SMART means, it is worth mentioning something a colleague of mine says. "All goals should be subjected to the Head Test, then the Heart Test."

The Head Test is the SMART part. The Heart Test is to read your beautifully crafted SMART goal out loud (starting with "I WILL . . ." ) and have someone ask "Will You?" Pay careful attention to how you reply. The strength and determination of your tone of voice in the response will indicate if you *really* mean it!

## **SPECIFIC**

If your top goal is to lose 10 kg, great. That's a SPECIFIC and MEASURABLE goal. But let's look at *why* that is your goal. Is someone else telling you that you need to lose that weight? Have you determined that because the number on the scale isn't where it was in college? Or does some chart tell you that at 5'5" as a female, you need to weigh 65kg or you are obese? What if, instead, you were to gain 10 kg of muscle mass and lose 10 kg of fat, thereby significantly reducing your body fat percent to 18% but NOT LOSING A SINGLE kg? If you had more energy, more stamina, felt and looked better in your clothes, and could buy more fashionable outfits, would THAT be more appealing to you than "losing 10 kg?" In other words, what you should be trying to determine is the ULTIMATE goal, as well as the reasons behind it. Perhaps it's not the number, but the energy and good feeling that would come from what you'd need to do to lose 10 kg. You might find that the goal itself is now completely different from what it started out to be!

## **MEASURABLE**

If your goal is to be healthy, it will be difficult to assess when you have actually reached that goal. Your concept of health probably differs greatly from everyone else's. If "health" means not getting colds, eating a few oranges or kiwis a day might do the trick. If "health" means being able to compete in a marathon without injury, that's going to take a lot more effort. Someone whose goal is to compete in a first triathlon at the end of this year will have a very different training program from someone who wants to do the Hash run each month. The point of setting "measurable" goals is making sure that you can tell, weekly or monthly, whether you are making progress or whether you need to adjust what you are doing.

## **ACTION-ORIENTED**

A goal of reaching an investment portfolio of \$1.5m and getting an income of \$100,000 per annum by the age of 45 is specific, and measurable, but HOW are you going to reach it? That's where you sit down and plan your ACTIONS-- what sort of earning, saving and investment do you need to do? Often, in this step, you will find it helpful to enlist the help of an expert--a banker or a financial advisor--who can provide you with suggestions and advice that will motivate and educate you.

## **REALISTIC**

Keep your goals within the realm of the possible, or you will get discouraged. Saving \$5,000 per month on a salary of \$7,500 is not very realistic. Putting 10% of your earnings away IS. Losing 10 kg weight in a week is not only not realistic, but could potentially be dangerous, as you'd lose primarily water weight and lean muscle mass.

## **TIMED**

And finally, put some sort of deadline to your goals. Write them down on paper. Put them on your calendar and remind yourself daily of your commitment, your goals, and your actions. Without this last piece, your goals will only be daydreams, "some-

day" wishes. Don't just dream it, LIVE IT! Commit to making SMART goals and start working toward them today.

## **DREAMS**

So there you have it. Sounds good and sensible doesn't it? But where does it go wrong? The key is a phrase often used. **A Goal without Action is just a Dream.** Absolutely correct! I have discovered over the years, that when you ask people to start to define their goals, they often struggle. A common issue in organizations is that people are lacking a Sense of Purpose in their role in supporting the Company's Goals. More of that another time. Deeper than that is the lack of a Sense Of Purpose in their life. Either they don't have it or have lost it as the years went by. If you don't have a sense of purpose in your life, you have no chance of finding a sense of purpose in your work.

*Dream* is the key word. Most of us don't take the time to dream. It was drummed out of us as children growing up. How many times were you jerked back to reality by an adult voice snapping "Stop daydreaming and get on with it!" ?

Yes, a dream needs action to become a goal and be achieved. But as they said in the musical, South Pacific: "If you want to have a dream come true, first you gotta have a dream"!

So put the books to one side. Just for a while. Ask yourself these questions:

- 1. What would I like to do with my life if I could do what I truly wanted?**
- 2. Is there anything that I deeply value and yet feel that I have not fully experienced or realized in my life?**
- 3. Do I have special talents or skills I haven't fully developed or expressed?**

**Then close your eyes.**

**Go get a Dream!**

**Tony Latimer**  
**Asia's Sales Coach**

Tony leverages 25 years experience to get results for Multi Nationals, SMEs and Individuals who want to increase business revenue and profitability.

Proprietary Frameworks that can be utilised for clients in coaching or workshops include:

- The 9 Actions®; *The Business Development Framework.*
- Alignment Of Purpose®; a structure for rapid translation and implementation of Corporate Vision, Mission and Values into everyday work practices.

Tony's approach to coaching has an emphasis on results, but incorporates the understanding of the individual's personal context. He has a unique ability to help his clients identify and remove the self limiting beliefs that can be holding them back.

Contact [tony@corporatesurvivors.com](mailto:tony@corporatesurvivors.com)