

Day 3: What Could Derail the Whole Thing?

Congratulations on completing the first 2 days of our, “How to Make 2018 Your Best Year Yet!” and you are now about to enjoy Day 3, “What Could Derail the Whole Thing?”

But before we go into that, just a quick review. Day one we created what we desire in 2018. We focused on the “what” and not the “how” to do it. We made sure that we wrote our 2018 goal as if we completed it and we are reading it on NY Eve, 2018 as a year in review. We included specific, measurable details about our goal as well as intangible details that added dimension and color to the goal. We began the goal statement with the two words, “I am” and we included emotion within the goal statement to make it real and relevant to our current life. And we are committed to this 2018 goal and now call it our Chief Aim because we are obsessed with it’s completion because it will give us 80% of all that we desire for 2018.

Then the next day we talked about your “why” to your chief aim goal. Your why is the “goal to your goal” and is an important continual motivation component of your goal. It can be the difference between starting the year off great but quickly crashing or keeping your energy and focus consistent throughout the year, giving you a better chance of completing what you started.

Obstacles?

Now here we are, day 3 and we now have to face the reality that if we don’t plan properly, we could derail this whole plan without knowing in advance what our obstacle could be. Some of my clients begin by viewing their obstacles as a negative point and I say no, that not so. I want you to think as you obstacles are an asset to your plan. Without obstacles, we may not know what we need to do to accomplish our year plan. If you were to blindly begin your goal without considering these obstacles, would they still be present? Of course they would be present! The difference is that now, we can plan in advance how we want to react to these obstacles. We may save much time, money and resources by knowing in advance how to get beyond these obstacles.

So you want to not rush this step. Give yourself plenty of time to run through the year to what could prevent your from getting your goal. The more complete you are with this step, the you’ll be able to combine your eventual solutions to cover the maximum amount of obstacles.

Now that we've exhausted the amount of obstacles to our chief aim goal to the best of our ability with what we know right now, let's go to the next obvious step, find the solutions!

Solutions?

Your solutions now become the "how" to your goal of the "what". Remember when I warned everyone not to include the how within your goal statement? Well now that you are more clear, thanks to the creation of all of the obstacles, to the direction that will most likely give you your preferred 2018 results. You can have confidence that you are doing everything possible to be complete in your plan.

When you don't follow a process like we just have done. You run the risk of missing important tactics or doing these tactics out of chronological order.

I've used the example of a client who wanted to become an expert in his field and begin paid to speak on that subject. We determined that the best course of action to quickly and efficiently set himself up as the expert is to complete his book on his subject of expertise. Then once he got that just about completed, he would work on his speaking skills and branded speaking presentation. Many of my clients, when ask what order do you set yourself up to become an expert in your field would answer to become a speaker first then write and publish a book. Even though on the surface, it seems like a personal preference. The difference is huge. Let me explain.

Also, let further explain that this client of mine was still making a living working for a company that offers products and services related to my client. So he had education and knowledge on the subject matter but not anything that would separate him from the pack. As effective as speaking is to placing you in a leadership role quickly, it does not set you up as an expert in the same way. By writing your branded book on your unique area of expertise. You gain expert status quickly. Because you needed to do a lot of research on your subject, you gain more specific knowledge, which adds to your expertise. Then once their book is just about ready, now you begin your plan to become a speaker. This all feel in place so efficiently for my client because they had gone through the process first and could foresee how their solutions knocked out multiple obstacles all at once.

So the bottomline is that these solutions now become action plans that you put into action at the appropriate time. You don't need to work harder, just smarter by combining all of the work in one seamless process.