



My New Direction - Planning To Win





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INTRODUCTION

Success should be something you do not just 'Kinda Sorta' want to achieve, but something you must achieve.

Generally, **top achievers expect to be successful and consequently, they usually are.** They are driven by a 'Have To' attitude - not a 'Want To' attitude.

If you have no concrete goals and you have been succeeding in spite of yourself, just think how much more success you could enjoy if you set your sights on a definite path and had a specific time-frame in which you expect to reach your destination.

Even though you do not need to set goals in order to reach some level of success, most professionals who fail to set goals reach a plateau and lack either the motivation or the direction to go beyond it. They are unable to move upwards to a higher achievement status.

Jonathan Farrington



SETTING GOALS KEEPS YOU FOCUSED

What you should know is that goals give you three distinct advantages, which help you succeed:

It is important to remember that goals are maps - they will guide you towards your Success. The more detailed your goal setting, the easier it will be for you to reach your destination.

- ★ Goals keep you on track
- ★ Goals let you know when and what to celebrate
- ★ Goals give you a focussed plan to work with

If nothing else, goals let others know what they have to aim for in order to keep up with your standards!

EFFECTIVE GOAL SETTING

Take the time to think about what would make you happy, contented and satisfied - what would motivate you to become **a Top 5% Player**.

It is important to remember that goals are maps - they will guide you towards your success. The more detailed your goal setting, the easier it will be for you to reach your destination.

When you are in the first stage of goal setting, you also need to remember two important factors:

- ★ **The goal must be better than your best yet - but it must be achievable**
- ★ **Goals should be based on productivity - not production**

Keeping these two rules of goal setting firmly in your mind will help you to form and stay committed to what is important to you.





TIME YOURSELF - BY MONTHS, YEARS & DECADES

- ★ Always begin with long-term goals and work backwards. Your long-term goals are probably the most difficult to set anyway, so if you set those first, you accomplish the tough stuff right up-front.
- ★ Long-term goals should be five-year projections and three areas you may want to consider when you set them are: **personal accomplishments, status symbols, and net worth.**
- ★ Medium-term goals are usually three-year projections and the same criteria can be used - but again think productivity, not production, and consider the activity that will be necessary to achieve success.
- ★ Short-term goals will demand most of your attention and these are usually a twelve-month projection - although you can set 'immediate goals', which have a ninety day projection.

You **must** believe you can achieve all of your goals - otherwise you will **not** achieve them.

SETTING A WELL BALANCED DIET OF GOALS

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It is essential to set personal, as well as career goals, to keep your life well balanced. If all your goals are connected to your commercial life, you will have trouble taking time out for family and friends, because you will always be pushing towards the next career goal.

Remember - Work SMARTER, Not HARDER

A Healthy Body = A Healthy Mind = A Healthy Body





SETTING PERSONAL GOALS GIVES YOU A LIFE IN AND AFTER BUSINESS

Put Your Goals in Writing

Once you have formulated your goals, it is time to make your final commitment to them by putting them down in writing. This is undoubtedly the single most important step in goal setting, because until they are inscribed somewhere, they are merely wishes and dreams ... After you have written them down, your mind will start seeking out whatever it will take to make them a reality. Remember, the moment you start moving forward towards a goal is the moment you start to succeed.

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SETTING S.M.A.R.T.E.R. GOALS

Once you have identified your goals you need to ensure that they are **S. M. A. R. T. E. R.** - i.e.

S = SPECIFIC

Ensure they are not "Vague", but they state **exactly** what you want to achieve. Narrow it down to the most detailed level you can.

M = MEASURABLE

How will you know **when** you have succeeded? Find some way to measure what change has taken place - unless you can monitor progress, how will you know if you have been successful?

A = ACHIEVABLE

Be realistic, but do aim to stretch yourself. Too low and you will not have a challenge. Too high can cause de-motivation and disappointment.

R = RELEVANT

It is essential that your goals are **personally** meaningful. Doing it for you will make you feel proud and satisfied when you achieve it.

T = TIMED

Set realistic time targets. Are you able to identify when you expect to have achieved your goals by?

E = EXCITING

This should ensure that it will stimulate you into action. If it doesn't, you may opt for the "status quo".

R = RECORDED

Writing your goals down serves to form a contract with yourself. Written goals can be reviewed and modified. You can carry them around as a permanent reminder or show them to other people.





These are the stages you should now follow to create your New Direction:

Stage 1

Complete the S.L.O.T. analysis - this will help you to understand your current status.

Stage 2

Design a personal 'Business Plan' for yourself, with the following components:

- ★ A mission statement
- ★ Critical success factors
- ★ 1, 3 and 5 year 'projections'

Stage 3

Check all your goals and objectives are **S.M.A.R.T.E.R**

Stage 4

Begin today - set **Personal Improvement Objectives** for the next twelve-months.

In summary, if you follow these four steps in goal achieving, you will be on the straight and narrow road to success.

- ★ **Goals must be in writing**
- ★ **Goals must be vividly imagined**
- ★ **Goals must be ardently desired**
- ★ **Goals must be sincerely committed**





LET US MOVE TO STAGE 1

“A state without the means of some change is without the means of its conservation.”

Edmund Burke

A technique used widely in business to evaluate situations is the **SLOT** analysis.

SLOT stands for: **Strengths Limitations Opportunities Threats**

(**SLOT** – this is the American version – British people talk about **SWOT** analysis where W stands for weakness – I would rather talk about a person’s limitations.)

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The Strengths and Limitations elements are personal to you. Opportunities and Threats lie in the external environment.

Use the forms on the next pages to build up your own SLOT analysis – it will probably take a few days, so do some work on it and keep coming back to it.



USE YOUR SLOT ANALYSIS TO:

- ★ Identify how you can maximize the use of your strengths
- ★ See how you can compensate for your limitations
- ★ Identify opportunities - particularly ones that may not be immediately obvious
- ★ If at all possible, see if threats can be turned into opportunities

S = Strengths

What can I do well? What are my best skills and attributes? Where do I have the greatest talent? (Try to illustrate your ideas with concrete examples).

L = Limitations

What am I less good at? (In which aspects of your work and personal life do you need improvement? Is the improvement needed large or small?)

O = Opportunities

What is currently happening that can give me the opportunity for personal growth and improved performance? As technology changes and society advances, what new opportunities will occur that I can take advantage of?

T = Threats

What changes/forces may affect my current situation or act as a barrier to future development? Which people might get in the way? How could I sabotage my own development?

Now start to build up your own SLOT analysis using the forms on the next pages.





My Personal SLOT Analysis

STRENGTHS	LIMITATIONS

In My External Environment

OPPORTUNITIES	THREATS





Stage 2

Imagine you are contemplating starting your own business and you need to present your investors/your bank manager with a detailed business plan. Your first stage might be a 'mission statement' - a statement of intent that describes what you hope to achieve within the next x number of years i.e. -

“My mission statement is to become the most successful and personally fulfilled salesperson in my company’s history”

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Once you have developed your mission statement, you need to build in the C.S.F.'s - **Critical Success Factors**. These are objectives you **must** achieve if you are to meet your mission statement - i.e.

- ★ I **must** exceed my sales target by a minimum of 125% in the next 3 years
- ★ I **must** ensure I have a proper balance between work and leisure in order to maintain optimum performance levels and stay fresh etc. etc.

The key word in a **CSF** is **must**, but try not to set more than six **CSF's**.



Stage 3

The third stage is to measure all of your goals and objectives against **S.M.A.R.T.E.R.** - i.e. are your goals:

S = SPECIFIC

M = MEASURABLE

A = ACHIEVABLE

R = RELEVANT

T = TIMED

E = EXCITING

R = RECORDED

Stage 4

Now, set your **Personal Improvement Objectives** (see overleaf) for the next twelve months.





AND FINALLY

Do remember that the harder you work towards a goal, the sweeter the taste of success. We know that the road to success can be bumpy, but if you are determined and enthusiastic about your goals, you will not waiver. Your resolve will help you to keep a picture in your mind of what you want and how you will make it happen.

If you want your life to change, then you have to change it or you are going to stay pretty much the same as you are...

Do take all of your goals extremely seriously, no matter how small, and reward yourself for each milestone you reach - you can even start today by congratulating yourself for starting the process of improving your life and taking control of your own destiny!

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Remember:

You **can** change and become anything you want - every journey of a thousand miles begins with one small step.

Why not take that first step today?





JONATHAN FARRINGTON

Jonathan Farrington is a globally recognized business coach, mentor, author and sales strategist, who has guided hundreds of companies and thousands of individuals around the world towards optimum performance levels.

He is Chairman of The Sales Corporation, CEO of Top Sales Associates and Senior Partner at The JF Consultancy based in London and Paris.

Formerly, Jonathan was the Managing Partner of The *jfa* Group which he established in 1994.

Early in 2007, Jonathan formed Top Sales Associates (TSA) to promote the very best sales related solutions and products. TSA is now a subsidiary of The Sales Corporation, based in London and Paris.

The JF Consultancy – www.jonathanfarrington.com, launched early in 2008 and Jonathan's highly popular daily blog for dedicated business professionals, which attracts thousands of visitors every day, can be found at www.thejfblogit.co.uk

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