

## Achieve Your Goals in 2012

Research has shown that the probability of achieving your dreams of success and happiness increases significantly when you clearly visualize what you want. Maintaining Vision Boards, scribing or even finding pictures of exactly what you want is a common habit of successful people.

Unfortunately, most people spend more time planning a two-week vacation than they do their life! To achieve your life's goals, follow these five elements for visualization:

**Be Clear.** For visualization to work, you must have absolute clarity about what it is you desire. There is a direct correlation between how clearly you can see your desired goal in your mind, and how probable it is that it will actually materialize. Visualization is the fuel that mobilizes the power of the Law of Attraction (as outlined in the documentary "The Secret").

**Be Proactive.** When you first set a goal, your initial image may be ambiguous. The more often you review, think about, and discuss it with others, the clearer the goal becomes. When it is clear in your psyche is when it will happen – like magic.

Constantly spend time imagining you have already achieved a specific goal. Hold a clear picture of already achieving your dream, or doing what you want to be doing. The longer you are able to hold the image in your mind, the deeper it will be embedded into your subconscious. Psychiatrists have an expression, "You will be dragged kicking and screaming in the direction of your subconscious".

**Be Passionate.** One common element of all the successful people I have studied is that at one point in their life they became angry, frustrated or passionate. When your emotion is intense enough, your goal and visual image becomes even clearer.

**Be Committed.** Everyone has a dream, but very few are willing



## From the Bookshelf

Have you ever had a book arrive in your hands at just the right moment in time? Just when you need it?

Self-Discipline Strategist and NSA colleague, Rory Vaden, sent me an advance reader copy of his new book [Take the Stairs](#). How appropriate for starting the New Year!

I believe I am a fairly disciplined person, but know I can do better. So Rory's book was interesting and insightful. The premise of the book revolves around making better decisions in order to improve your self-discipline and your life and he covers seven principles that will help you achieve success.

Want to know how you are doing? Take the [Focused Forty questionnaire](#) to see how disciplined you truly are.

to pay the price to accomplish it. The result is that few will actually realize their dreams. The uncommitted are the people who go around saying "I don't believe in that stuff". Unfortunately, they infect others with that same defeatist mindset.

Over the years, I have known many people who started with nothing or had higher expectations for themselves than seemed possible. I then discovered that those who visualized, wrote it down, made a plan, shared that plan with others, and worked toward the goal with determination – succeeded.

**Maintain a Gratitude Journal.** Write down just one thing every day for which you are grateful. Evidence suggests you should do this just as you are waking up as this is when your brain is more susceptible to new thinking. It will also set your mood on "Positive" for the day.

Don't forget to visualize your goals in the positive, rather than what you do *not* want. For example, if you have a goal to lose weight, phrase it, "My goal is to be 135 pounds." Do not phrase your goal as "I want to lose 20 pounds". Your mind will not process the "negative" and your subconscious will drag you into gaining weight!

Be aware that these five elements can help you or hurt you. Like most things in nature, the power of visualization is neutral. It is neither good nor bad. The process will take you in either direction. Your sub-conscious thoughts can either create success or produce failure. Visualization brings whatever you vividly and intensely imagine, whether good or bad, positive or negative.

An ordinary person with a passionate plan has greater chance for success than a highly educated person without one!

What are your plans for this new year?

### One Way to Plan...

In case you're curious, here is a fairly simple process we use to set our annual goals. You can do it too!

First, brainstorm a wish list. Jot down potential goals for the next year. Remember not to criticize yourself for what you did or did not do in 2011

Then block out two separate days.

On the first day, review the numbers. Take a look at what you

### What's Up for 2012?

We just finished our 2012 planning and I feel so energized and excited for the coming year! We just finished our new branding initiative (do you like the new website look, feel and logo?) and my term as national president of the National Speakers Association. It's time to take the business to the next level.

This year, we are introducing:

- A new and exciting hybrid between speaking and facilitating that I have termed "MainStage Conversationalist"
- Two new Executive Forums: one in Phoenix and the other in Prince Edward Island
- A new quarterly webinar series
- More YouTube "how to" videos

As well as our current mix of facilitation, training and speaking services around the whole notion of teamwork and collaboration. So stay tuned for more details!

### Quotable

Success is the ability to solve problems that stand between you and your goals.

*Brian Tracy, CPAE*

have done in the past year. If you don't have hard facts – go get them and crunch the data on a spreadsheet. Ask yourself:

- Who are my customers?
- What are my products or services?
- How do I add value (to the top and bottom line)
- What are my core processes?
- How am I performing my core processes – those things I must do exceedingly well to survive?

Then list and recognize your accomplishments. Don't forget to give yourself a pat on the back!

Take a look at last years' goals, and analyze why you met or fell short of last year's goals – Be brutally honest with yourself and look at your performance and results.

For the rest of the day, share this information with your "kitchen cabinet" – those colleagues, friends and business contacts whom you respect and value their opinions. Ask for and listen to their feedback as allies, not as adversaries. Then take some time to think about this first day.

No more than a week later, go hibernate someplace where you won't be interrupted and revisit your "wish" goals. Keep only those that are going to significantly propel you forward. Don't be intimidated by those "BHAGs" (big hairy audacious goals) – they often inspire us to great things!

Create your goals in concrete sentences: "I will earn \$\*\*\*\* this year. I will expand my market by 20%." Write each goal at the top of a piece of paper, then answer "why?" you want to achieve each goal.

For each goal, ask "What are the roadblocks to achieving this goal?" and then identify strategies (the how) you are going to achieve it.

From these strategies, create an action plan – specific items to write on your "to do" list, calendar or planner. Then go ahead and write each activity in your planner. This part can be tedious and time consuming, but well worth it. Each day, when you open up your planner, it will be your decision whether you really want to do that small activity that will help you achieve your goals.

## About Kristin Arnold

Kristin Arnold is one of North America's most accomplished professional meeting facilitators. A consummate author, speaker, and trainer, she is on a crusade to make all events in the workplace more engaging, interactive, and collaborative.

## Joseph Sherren

*International Business Strategist & Hall of Fame Speaker*



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