

A close-up photograph of a person's hand holding a black pen, writing on a white document. The person is wearing a blue button-down shirt. The background is blurred, showing what appears to be a desk or office environment. The lighting is soft and focused on the hand and pen.

Clarity
Brainstorming
for Career and
Business
Goals

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Hello!

It was such a pleasure to spend time with you at your event. Our brief time together doesn't allow for us to go as in-depth as I'd like and give you all of the tools, tips, and techniques that will allow you to go **From Frustrated to FOCUSED**. This workbook contains the exercises I use with my audiences and clients to help them get more Clarity, Focus, Momentum, and Results in their career and business.

Here's some vital information about goals, however.

- **They have to be important to you.** They have to be something that is meaningful to you and which you feel strongly about. Thoughts lead to feelings, but feelings lead to action. If you really don't care about the goal, you're not really going to care if you take action on it or not.
- **Goals should scare you a bit!** They should stretch you as a person and move you out of your comfort zone. Otherwise, you're just playing it safe, and your goals aren't big enough.
- **Your conscious mind, the thoughts you think consciously is your Goal SETTER. Your unconscious mind is your Goal GETTER.** If you're not getting the results that you want then look at how you think about your goal. Examine the habits you have and the patterns that derail you.
- **Good goals need to be written down.** And, not just one sentence. Brainstorm the questions in this guide and uncover as much information as you can about what it is you want to achieve.

One disclaimer, it's not just about "creating a goal," it's so much more than that. You have to be able to DO something with it. That's why I've included some brainstorming activities to help your creative juices to flow. To set good goals for your career or business, you have to be really clear on what you want your career or business to be. Many people can't access that. Then how can they determine what goals are going to guide the way to success? They can't.

It is my hope for you that you find these exercises helpful in getting all those beautiful, fabulous ideas out of your head so that you can achieve whatever you desire in your career or business!

If I can be of good service to you or your organization, I'd be delighted! You can reach me at the information below.

Be good to yourself, *Debbie*

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S.M.A.R.T. GOALS

GOAL = AN AIM OR AN END IN MIND

S SPECIFIC - What specifically do you want? What specifically do you want to achieve?

- Is “I want to make more money” specific or not? No, because you could find a quarter on the sidewalk and technically that would be “more money!”
- “I want to make \$20,000 more per year” – is that specific? Yes!

M MEASURABLE - How will you know when you have it? How do you know you’re going in the right direction?

- What will you see, hear, feel when you have it? These are indicators of measuring when you have achieved your goal.
- What are the benchmarks or indicators that you are going in the right direction? How can you measure your progress?
- What are the “stepping goals” to your BIG Goal?

A ACTIONABLE – Vague and ambiguous goals will get you vague and ambiguous results. You have to know what action you need to be taking to achieve your goal. What do you need to be doing daily, weekly, monthly, quarterly, or even yearly to achieve your goal?

R REALISTIC - A good goal should stretch you as a person and perhaps scare you a bit. It should take you out of your comfort zone a little, or maybe a lot depending on the person you are. But, it shouldn’t be so far-fetched that you don’t stand a chance of achieving it. If you’ve done something similar to this or know of someone personally who has achieved it, it would be appropriate because then you have resources!

T TIMED - Put a date on it, when it is that you are going to achieve it. Make sure it is a specific date like December 31, 2018. Or the last day of the first quarter 2019. One day and Someday never come, and there is always a tomorrow.

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GOAL BRAINSTORMING EXERCISE

Sometimes it can be difficult to start the goal setting process. There is so much you want to accomplish that you are just chasing bright, shiny objects all day long! To get From Frustrated to FOCUSED you want to arrive at the #1 Goal that you will focus on the most. I'm not saying that it's the only thing you focus on but you make a dedicated effort to take actionable steps towards this goal each and every day.

First, I want you to brainstorm 30 things you would like to accomplish in your business or career. It might be a certain number of clients. It could be a new car that you utilize for business. It might be earning an incentive trip. Perhaps it's a promotion. Whatever comes to mind is just perfect.

- | | |
|-----------|-----------|
| 1. _____ | 16. _____ |
| 2. _____ | 17. _____ |
| 3. _____ | 18. _____ |
| 4. _____ | 19. _____ |
| 5. _____ | 20. _____ |
| 6. _____ | 21. _____ |
| 7. _____ | 22. _____ |
| 8. _____ | 23. _____ |
| 9. _____ | 24. _____ |
| 10. _____ | 25. _____ |
| 11. _____ | 26. _____ |
| 12. _____ | 27. _____ |
| 13. _____ | 28. _____ |
| 14. _____ | 29. _____ |
| 15. _____ | 30. _____ |

GOAL BRAINSTORMING EXERCISE – CONT'D

The **second** step is to put these different goals into three buckets.

The first bucket is the **“A” bucket**. These are the goals that you want most. These are the goals that have the MOST meaning to you. It isn't about what “should” be first; it's what you want most for your business or career and what has the most meaning to you from a goal perspective.

The second bucket is the **“B” bucket**. You want these things pretty bad, but they don't feel as important as the “A” bucket items. Close though.

The final bucket is the **“C” bucket**. These would be nice, and you would like to achieve them eventually, but they aren't as critical as the “A” or “B” bucket items.

There should be 10 items in each bucket. The list of 30 is evenly distributed between the 3 buckets. Go ahead, and do that now.

The **third step** is to prioritize each bucket 1 – 10.

A Bucket	B Bucket	C Bucket
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10

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THE POWER OF 6

There is power in the number 6, especially when you apply it every day. We all have so much to do. Our days get filled, and there never seems to be enough hours to go around to get it all accomplished. In the end, we get frustrated because we feel like we didn't really get anything done. We may have been busy but not productive.

Enter the Power of 6. No matter what you have going on if you "fit in" 6 tasks related to your A1 goal each day you will make progress that gets you real results! It's not what you do sometimes that gets you to your goal; it's what you do CONSISTENTLY.

Here's how it works:

Each day take a look at your existing calendar. No matter what events, meetings, calls, etc. that you already have scheduled, how much time do you have in between? How much time do you have in the car? How much time do you have before you leave? No matter if it's a chunk of time (as in the whole afternoon) or little bits of time between calls or meetings (as in 5, 10 or 15 minutes).

When you've determined how much time you have, review mentally (or physically, if you have a list) the tasks that will move the needle to most towards your A1 goal. What is it that you can do with the time you have available to you that will make a positive impact on your momentum towards your BIG goal?

If you've got a considerable amount of time, you might work on a project perhaps something that needs some thinking or brainstorming. You might take a course that gets you closer to the certification you have on your radar.

If you don't have much time, it might be as simple as a phone call, email, text, or a quick errand. But it has to tie directly to your A1 goal.

What can you do that will move you towards your A1 goal with the time you have allotted?

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5 PRINCIPLES FOR SUCCESS:

1. **Know Your Outcome** – Clarity of direction makes better use of your time (and money!)
2. **Take Action** – Consistent, focused action – everyday
3. **Pay Attention** – Are you on track? Are you getting your result? Do you need to course correct?
4. **Be Flexible** – Change the path you are taking or pattern you are running if things aren't working out. Change your behaviors and actions.
5. **Be excellent** – Do the best you can with resources you have. Functioning at 100% knowing that life is about learning and you will get better and better along the way.

When you learn to monitor these five principles consistently, you'll be getting **MORE Focused, MORE Clarity, MORE Momentum, and MORE results!**

Be good to yourself and have fun!

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