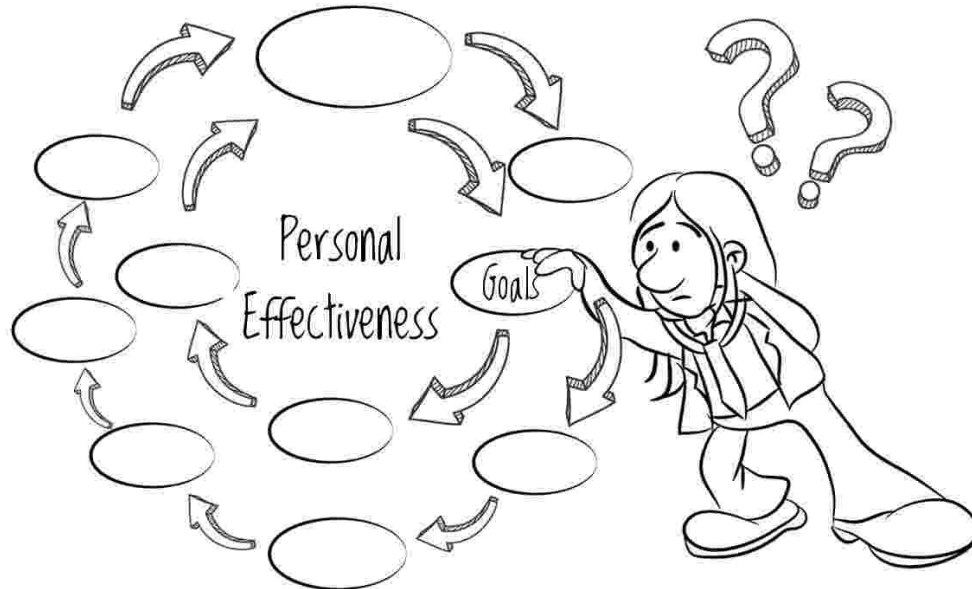


Begin with a WELL-FORMED end in mind!



The quality of our results is impacted by lots of different things. One key element that many people miss out on is the **quality** of the goals we describe. Here's a check list to help you explore the quality of your goals:

1. Is it an ENDS goal, or have you been trapped into thinking that the process of getting there IS the goal?

(This doesn't mean process goals are bad – it does mean you set your ENDS goals first. Effective planning often results in one process goal delivering **multiple** ENDS goals.)

For example, being fit and healthy is an ENDS goal – exercising regularly and eating healthy food are PROCESS goals. Campaigning for a carbon tax is a process goal with an ENDS goal of global cooling.

TEST: Are you describing you (or someone else) involved in a process? If so, dig a bit deeper – what will be the result of the process you're describing.

2. Is it a VALUES based goal with at core of passion to power it? What does your goal mean to you in your life and WORK?

For instance, being fit and healthy enables something – and often different things for different people.

TEST: I am fit and healthy WHICH MEANS THAT ...(my mind functions better... WHICH MEANS THAT I can take better care of my family.) These goals can go down multiple levels, each more powerful than the last.



3. **Is it a POSITIVE GOAL, or are you describing reducing or avoiding something?** The human brain doesn't process negatives, so your attention will end up on the thing you're aiming to avoid.

For example, I won't eat fatty foods any more is a negatively oriented goal. I will eat more fresh fruit and vegetables is a positive goal.

TEST: Does your goal have words like less, reduce, avoid? If it does, dig in to what the 'photographic negative' would be – eating nutritious, satisfying foods?

4. **Is it a goal you can make a MOVIE of? What will you be seeing, hearing and feeling when you achieve your goal?**

For instance – I am fit and healthy. I can see the well-toned muscles in my body, hear my steady breathing as I run effortlessly and feel the energy coursing through my veins.

TEST: Does your goal cover the three main senses of sight, sound and touch? If not, take some time to make it truly seductive.

5. **Is your goal an INTEGRATED goal? Will it work well in all areas of your life? Will ALL the consequences be what you want? Will the result increase your choices? Where **don't** you want this outcome?**

For instance, your goal may be to get healthier by walking – but your chosen walking partner has a chronic back injury that prevents the long walks you aspire to.

TEST: Imagine your goal every day for a week – at home, at work, at play, with family and friends. Where DOESN'T it work?

Design your goals to work FOR you and WITH you – it can make a powerful difference to your results...