

For Permanent & Positive Change

The Exchange

FEATURED TOPIC: GOALS

An Unwritten Goal is Just a Wish

Vincent Ivan Phipps

What does it take to acquire the things we wish for? Having a written plan. Here are TLC's 12 Steps to Achieving Goals:

1. **Desire it.** Make this goal something for which you are willing to sacrifice. People in good shape usually sweat the most when exercising.
2. **Believe it.** Know this goal is attainable. Expect to accomplish and anticipate the rewards.
3. **Write it down.** This holds you accountable. Written goals take your wishes to a tangible.
4. **Determine how you will benefit.** In other words, ask yourself, "What's in it for me?" This is your motivation to keep you going when your goal gets hard.
5. **Analyze your position.** Find out how far away you are from your goal. If you want to save \$10,000, determine how much you have and calculate how much you have to save.
6. **Choose when you will begin.** Prevent doing too much planning, charting, graphing, writing, and analyzing. Pick a date to begin and even if you have to start slow, just start. Remember, walking slowly is better than thinking fast.
7. **Identify obstacles.** Look ahead to see what could prevent the attainment of your goal. Consider making

secondary goals to overcome these challenges. Problems that you plan for are often resolved quickly.

8. **Find knowledge.** Do your homework. Ask questions of those who are where you want to be. Surf the web. Read articles. Educate yourself about your goals. The more you know, the more you grow.
 9. **Ask for help.** Swallow your pride and taste your goals. Admit your areas of weakness such as follow-through, patience, taking a risk, doing research, etc. Get assistance from those who care.
 10. **Write down what you want.** Use dates, times, and numbers. Avoid using vague terms such as, next week, extensive, more, less, etc. Make a contract with yourself using easy to follow terms that can be measured.
 11. **See it.** What you can conceive, you can achieve. Make a mental movie starring yourself. See, hear, and feel yourself and how you act when your goal is accomplished.
 12. **Share the Success.** Celebrate with others. Give that positive energy back to those who need it most.
- Action brings satisfaction! You have to do something to get something. After reading this article, do something ... right now! ❖

What Our Clients Are Saying

(From a client essay based on TLC's 12 Steps to Permanent and Positive Change): "Having completed my '360 Action Plan' and having started the process of following-through on it, I believe I am well on my way to permanent, positive change. The plan has been helpful because it has given me written actions to take and markers to 'check-off' as a measurement of my progress. It has also created ownership and accountability for taking action. As I have gone through my action points, I have already received comments that affirm it is taking place."

David Van Eaton

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Looking Forward

Our next issue will focus on Cultural Diversity.

Looking Back

You might also be interested in our December 2007 edition: [Handling Stress](#) or read other [previous issues of The Exchange](#).

"I learned this, at least, by my experiment: that if one advances confidently in the direction of his dreams, and endeavors to live the life which he had imagined, he will meet with a success unexpected in common hours."

Henry David Thoreau

For Permanent & Positive Change

A Pebble or a Boulder?

What is the difference between a pebble and a boulder? The obvious answer is the size. Another answer may be the distance between you and the rock.

Confused? Here is an analogy. The rock represents the obstacle that stands between you and your goal. If you are observant and on the lookout, you will see it far in advance. From that distance, the rock is the size of a pebble. It's not too big to handle because you have time on your side.

If you are not observant, you will have no warning, no time to prepare. Then, the rock will be a boulder, an insurmountable obstacle that is difficult to maneuver around. Even a pebble will fill your entire field of vision if you hold it close enough to your eye. It is all that you can see.

As you are working on your goals, step back and look far down the road. This can turn boulders into pebbles. It is not always the size of the obstacle, it's often the difference of when you see it. ❖

Easy Come, Easy Go!

You spent 8 months losing the weight and gained it back in 2 weeks.

You saved the money you wanted by being frugal all year and blew it all on one vacation.

You spent 4 years in school but left with only 1 semester remaining.

Easy come, easy go. Is this what you've said to yourself when you almost accomplished a goal or when the goals' efforts were quickly exhausted?

Where did this expression come from and what does it have to do with goals? We can thank the author, Geoffrey Chaucer. In the 1300's he wrote a book called, *The Canterbury Tales*.

In an expression he used, he said if you acquired something quickly and easily, you probably lost it quickly. Easy come, easy go became commonly used anytime one experienced a quick loss with minimal effort. This was well before Aesop's "sour grapes" but still is relevant today.

So what about your goals? Do you expect them to last or, if you fail, will you say, easy come, easy go? Continue making the positive actions habits. Keep saving money, even if you spend it. Keep improving your mind, even if you are further from your next degree than you'd like. Keep eating healthy and exercising regularly, even if you don't have the body you desire.

Life is not a sprint; it's a marathon. Plan today to enjoy tomorrow. When it comes to your minor setbacks, only then say, easy come, easy go! ❖

Dear TLC,

I am a small business owner in a medium sized city that is within 2 hours of several large cities. I obviously want to do well but I don't know whether to compare my goals to the smaller businesses in smaller towns, or the medium size companies in the bigger towns. I want to set goals but I also want to be realistic.

Please advise.
Stuck in the Middle

Dear Stuck in the Middle,

Set your goals based on the level of industry and financial growth you'd like for yourself. Identify what dollar amount it takes for you to make a profit. Determine how many locations or employees you'd like within the next 8 months, 2 years, etc.

Instead of setting your goals based on the standards of others, become the standard. Identify what it takes to make you happy then set measurable goals based on your own level of growth.

Happy Birthday!

TLC congratulates clients celebrating January birthdays:

- » Donna A. Suter
- » Algia Mays
- » Mary McRae
- » Todd Wiedman
- » Joyce King-Lavinder
- » Wayne Lockhart
- » Greg Johnson
- » Rick Hatfield
- » David Siler
- » Rick Perry
- » Kathy A. Cline-Doten
- » Rosanne Gambill
- » Beth Swayne
- » Sharon Petry

Quick Tips

- ✓ Keep a calendar or section off an area in your planner of dates when you are to take action toward your goals.
- ✓ Give yourself follow up dates and check points to ensure you are on schedule with your goals.
- ✓ Place notes around you as reminders and ask people to inquire about how you are doing on your goals.

"It's never too late to be who you might have been."

George Elliot

"Concerning all acts of initiative and creation, there is one elementary truth the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in ones favor all manner of unforeseen incidents, meetings and material assistance which no man could have dreamed would have come his way."

W.H. Murray

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The Letdown After the Goal

Perhaps you have been working for months on a project. Even when you have not been physically tackling it, it absorbs your thoughts. Each day is evaluated by how much progress you make. Finally, the goal is reached! You did it! There is cause for celebration...and then what? Do you ever feel let down after a huge success?

Of course, this happens more when our lives are out of balance. The irony is that the accomplishment of large goals often results in devoting more time to them, thus the imbalance. One solution is to keep other interests going in your life during the push. For instance, keep exercising or make time for your family or hobby.

Another solution to the disappointment after the completion of the goal is to pass on the success. At TLC, this is our twelfth and last step in reaching goals. We encourage you to continue to use your energy by helping others.

The let down is caused by a sudden lack of attention and drive that has been focused on a particular area of your life. Think about how much you have learned in the process! You have gained knowledge and experience not only in the subject matter of your goal, but also the general and coveted knowledge of how to get something done. Even the mistakes made along the way bring lessons.

What do we do with all of this learning? Many people simply stow it away for next time. The alternative is to take someone under your wing and pass on the lessons. You may be thinking that you cannot just go up to people and solicit your wisdom. You can ask questions such as, "I just finished a project, a long-term goal. How can I help you accomplish yours?" In our CEO's article, she mentions an individual that just sincerely asks, "What can I do for you?"

Mentoring needs to have guidelines. Decide how much time you are willing to devote and how often. Also discuss the length of time your help will be available (3-6 months is a good range). The role of the mentor is to ask questions and steer thinking rather than to solely give advice or tell people what to do.

Sharing your success can be your legacy. Pass along what you have learned to do and not do. By helping another person, you lift up yourself as you lift up them. Just look at people who retire. Those that suddenly stop their activity and sit around soon expire. Those that continue to give back usually live long lives. Add purpose to the lives of others and your own life. Share the success. ❖

Featured Service

Live Your Goals

Learn what it takes to get the things you want!

Warning! This workshop has been known for positively changing people's lives. This seminar is for people who want to change and accelerate their progress; it is for people to get not just what they need in life, but to get what they really want in their life! This seminar presents the opportunity to go to new levels of personal and professional achievement.

You will learn how to:

- » Get a baseline of where you are within the context of your life.
- » Understand the power of clarity of purpose.
- » Harness the 12 proven steps of successful goal setting.
- » Do more planning, prioritizing, scheduling, and evaluating your progress.
- » Incorporate a plan immediately to begin accomplishing your dreams.

Call TLC today to arrange to have this half-day interactive seminar brought to your place of business: **423-622-8825** or **1-888-BECAUSE** (because you always communicate).

Remember To

- ✓ Write down your goals using measurable and specific terms.
- ✓ Request assistance from those who have knowledge or experience to help you.
- ✓ Do something every day to move yourself closer to your goals.

"Whatever you can do, or dream you can, begin it. Boldness has genius, magic, and power in it."

Johann Wolfgang
Von Goethe

"There's a desire in me that makes me want to do more and more, and to do it right. Each one of us has a fire in our heart for something. It's our goal in life to find it and to keep it."

Mary Lou Retton

"Here is a test to find out whether your mission in life is complete. If you're alive, it isn't."

Richard Bach

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CEO CORNER

By Beverly Inman-Ebel, MA CCC-SLP

Chief Executive's Opinion

One of the steps that TLC teaches in goal reaching is to identify the people that can help you. Of all of 12 steps, you may have a tendency to gloss over this one. Don't. Instead, think of whom you know that are willing to help. I have a few of those people in my life and they are my go-to people when I need a think tank.

Since June of 1999, I have contributed as a communication expert to a syndicated talk show called the Small Business Network. Jim Blasingame is the host who has been widely recognized as a small business advocate. Each time after we go off the air, Jim asks, "What can I do for you?" I can tell by his tone that he really means it. On occasion, I have named something that I needed. He always has a reference to connect me to.

I have another friend in Baltimore, Malynda Madzel, who is known for her extensive database of contacts. Although I may not do much business in her fair city, she knows someone who can help.

I have learned from these people who know how to connect. Just a few weeks ago, a woman that

I mentor asked me for a business connection to someone in a specific city in Germany. It only took two emails to get her the name, contact information, and background information. I simply knew someone who knew someone.

Who do you know with whom you are impressed? Keep in touch with them. Become a person who knows people. Sometimes you may need to ask them for a tip. Other times you may refer someone to them. I often say that businesses don't do business with other businesses. People do business with other people.

Perhaps step nine of TLC's 12-step program should read: Identify those people who can help you or whom you can help. If you can help them today, they will likely be able to help you in the near future.

Build your people connections and watch your goals become realities. So whom do you know that you can help? Who do you know that is able and willing to help you? Start your own database. The key is to "know" them, not just meet them. Invest your time in these relationships and the interest will pay dividends. Build relationships. Reach your goals. Live your dreams! ❖

"Cheshire Puss,' she began, rather timidly, as she did not at all know whether it would like the name: however, it only grinned a little wider. 'Come, it's pleased so far,' thought Alice, and she went on. 'Would you tell me, please, which way I ought to go from here?' 'That depends a good deal on where you want to get to,' said the Cat. 'I don't much care where--' said Alice. 'Then it doesn't matter which way you go,' said the Cat. '--so long as I get SOMEWHERE,' Alice added as an explanation. 'Oh, you're sure to do that,' said the Cat, 'if you only walk long enough.'"

Lewis Carroll

"It's not so much how busy you are, but why you are busy. The bee is praised. The mosquito is swatted."

Mary O'Connor

"You must have an aim, a vision, a goal. For the man sailing through life with no destination or 'port-of-call', every wind is the wrong wind."

Tracy Brinkmann

TLC establishes long-term relationships with our clients. If we have helped you or if you believe our approach to change would work for someone you know, please communicate with us by e-mail tlc@talklisten.com or phone 1-888-232-2873. We work with individuals and groups on the following subject areas: attitude, listening, body language, voice, leadership, compliments and corrections, behavioral style, teamwork, effective meetings, public speaking, accent reduction and much more!

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