

# Achieving Results

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## 2011: The Year of Goal Achievement

*"It was a real wake-up call. I realized you'll never be tomorrow what you're not becoming today."*

~Dave Barnes

A colleague and friend of mine posted this quote in his Facebook status. Reading this was a bit of a wake-up call for me. It made me think about how just one year ago I looked forward to 2010 with big dreams, big goals and good intentions to achieve them. Then like a strong breeze, 2010 blew through with only some of my goals and dreams converted to reality.



What can be learned from our 2010 goal achievement and lack thereof? How can we all make 2011 a happy new year? Success is increased by incorporating the Three C's (clarity, complementary, and commitment) into our goal setting process. Typically, when the three C's are lacking, we set more goals than we accomplish. On the other hand, you can enhance the probability of success if your goals have Clarity, are Complementary, and have your full Commitment.

### Clarity

*"If you don't know where you're going, you might not get there."*  
~ Yogi Berra

Clearly defining your goals is the first step to goal achievement. This concept isn't rocket science yet it is one that we fail to implement and as a result we fail to achieve our goals. Defining goals clearly can be accomplished by using the SMART criteria: Specific, Measurable, Attainable, Realistically High and Results-based goals with a Timeframe for completion.

Let me explain by way of example using a common goal for the



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A S S O C I A T E S

Most people know that having a written goals program significantly increases their probability of success. Yet the majority of people aren't in the habit of setting, let alone achieving, their goals. And, whether it is at the company or personal level, goal setting happens far more frequently than goal achievement. Why? I believe it is because they haven't been taught a goal achievement process.

Black Diamond Associates can help. If you'd like to look back on 2011 as the year of goal achievement, give us a call.

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New Year. “I want to lose weight.” A SMART goal to lose weight would look more like this: “I will lose 10 lbs. and one clothing size by the end of March while improving my cholesterol and then keep the weight off indefinitely.”

Is it Specific and Measurable? Yes it is when you consider the specifics of 10 lbs. and one clothing size which are measurable via the scale and in the closet. The goal is certainly attainable using most common and sensible weight-loss programs. Realistically high nature of the goal depends on the starting weight of the individual, but in my case the answer is yes. Results-based criterion is met with the health and fitness measures of clothing size and cholesterol level and not just the scale measure. In addition the “keep it off” clarification makes this goal focused on results and not just the activity of losing the weight. The timeframe of March 31st completes the SMART test.

Clearly defining your goals in a way that meet the SMART criteria leads to identifying the appropriate actions that will lead to success. Knowing exactly where you are going is critical to define the steps to get there. Hazy goals usually lead to no results.

### **Complementary**

*“When you come to a fork in the road, take it.”*

~ Yogi Berra

Most people and organizations don’t focus on a single goal at a time. The complexity of our lives and businesses cause us to be multi-faceted. Organizations will have sales, operations, service and financial goals. Individuals will have personal (physical, intellectual, spiritual, financial, social and family) and professional goals. Often times these goals will conflict.

Goals for growth in sales volume, cost reduction, customer service levels and return on investment may be challenging to achieve simultaneously. Goals for professional success may take away from the physical and family goals of the executive. Although individually each goal is attainable, when our goals are in conflict, one or more will not be achieved.

Stepping back to review all your goals in light of each other is important step in goal achievement. Prioritize and revise your goals so they are attainable as a whole. Eliminate the nice-to-haves that will get in the way of the must-haves and you’ll find a much smoother road to success.

### **Commitment**

*“It ain’t over till it’s over.” ~ Yogi Berra*

The greatest reason we fail in goal achievement is because we lack commitment. When you review your goals, ask yourself “Am I or are we willing to do whatever it takes to achieve this goal?” If the answer is “no or not sure,” then perhaps the goal is more of a distraction than a true goal. When we take on goals simply because we think we should but truly lack the motivation to pursue them, the negative result is compounding. We fail at the goal and we feel like a failure.

To avoid a setting goals without commitment consider the rewards of goal achievement and/or the consequences of the status quo. What benefit will you attain if you achieve your goal? Or, if you are a consequence thinker, what will happen if you fail to achieve your goal? If the answers to these questions are not compelling enough to motivate you to commit to your goal, then you are better off eliminating it from your list and focus on those things that are truly important to your overall success.

Commitment is critical because there are always obstacles between you and your goal. Unfortunately, with a lack of commitment the obstacles become our excuses and alibis for failure. Instead of solving the problem to overcome the obstacle, we rethink the goal. And a pattern of failure continues.

In these early hours of 2011, we all should be looking forward to the New Year in anticipation of great things to be accomplished, personally and professionally. If you’d like to be a goal-achiever as you look back one year from now, start the year by becoming a SMART-goal-setter today. Setting SMART goals is the first step to goal achievement.

In the end, it is not enough to set goals. You have to take the action steps to achieve your goals.

In the words of Nolan Bushnell, Founder of Atari and Chuck E Cheese, “The critical ingredient is getting off your butt and doing something. It’s as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer.”

So what are you waiting for? Go make 2011 the year of goal achievement – and start right now.

*“If you wait until all the lights are ‘green’ before you leave home, you’ll never get started on your trip to the top.”*

— Zig Ziglar