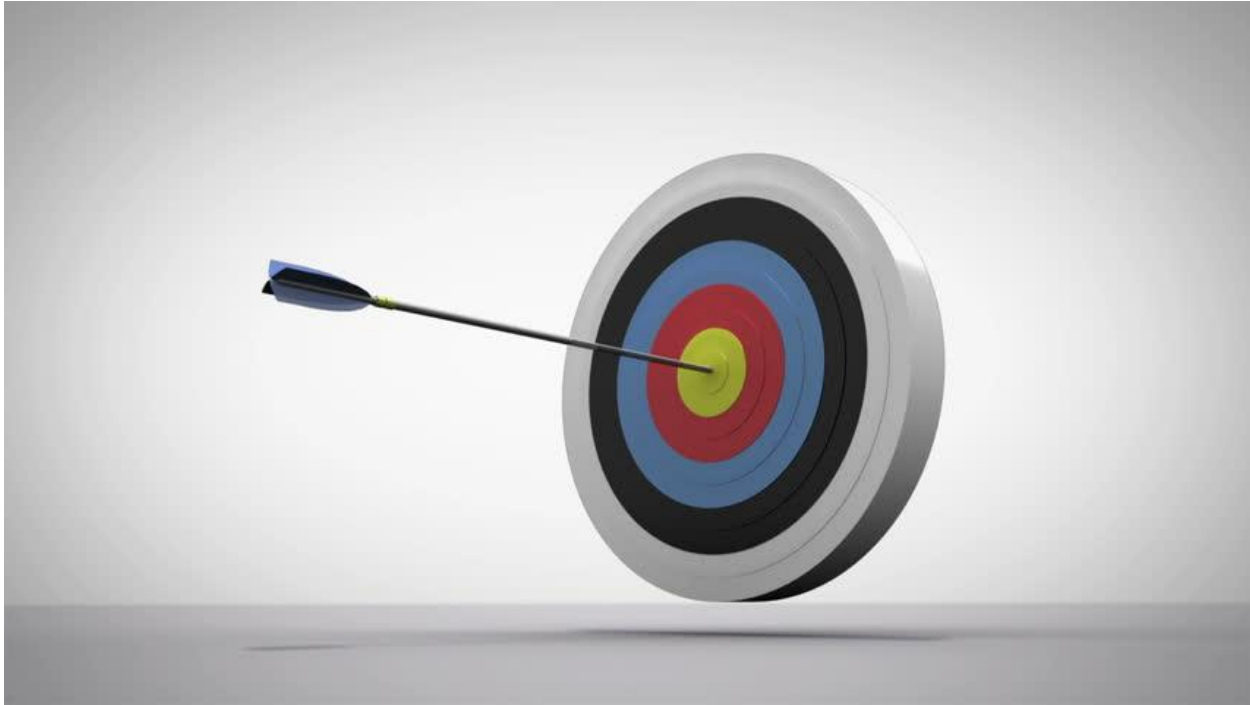


The Power of Goal-Setting:

Why goal-settings are something you should start doing this 2018 and tips on how to create and achieve your goals.



What is goal-setting? Why do we need them?

“Human action is purposeful, in that it is directed by conscious goals” - stated by the very two pioneers, Locke and Tham in 1990, who were among the first to research and propose “The Goal-Setting Theory”.

Their published work is what inspires our understanding of Goal-setting in present days.

Goals, targets or milestones. Whichever term you wish to use, it all eventually leads to the same purpose - continual Growth and Success. Think of goals as little steps of the ladder leading you all the way to your dreams.

If you have been feeling overwhelmed or lagged on your mounting works, perhaps goal-setting is what you need to be doing this 2018.

Are having ‘goals’ really that important?

Goal-setting is not just a fancy word that exists to make us feel ‘productive’. While it does that, it also serves higher purposes:

1. Goals Improve Work Performance

To simply put, your team cannot perform if they do not know what to achieve. By having logical and concise goals, you can decide which works are priority 1, priority 2, priority 3 and so on. Prioritising tasks will help you to focus better, provide guidance in decision-making and better time management.



2. Making Sure Everyone Is Succeeding

Goal-setting can be a form of performance appraisals. Essentially at one point you would want to know whether you are on the right track or not. Through goals, you may evaluate your progress, provides feedback and input to motivate yourself and your employees towards achieving the goals.

3. Increase Excitement And Positivity In Workplace

Goals can be made exciting with healthy competitions and rewards. Keeping works exciting and engaging for everyone by having fun goals and office challenges, such as, ‘First to hit triple digits sales’, ‘First deal of the month’ or goals which are non work-related at all to boost humor in the workplace. (*Ideas: Humor board, Employee who curses the most, Candid Photos board, Tidiest & Messiest work desk, etc.* <https://daringtolivefully.com/have-fun-at-work>).

5 Tips To Create And Achieving Goals:

While there are many existing goal-setting techniques out there ([SMART](#), [Locke and Tham’s Principles](#), [OKRS](#), [BSQ](#), etc) and endless discussions surrounding which one works and which doesn’t, it is wise to understand that certain technique may work more effectively for certain environment than others. The first thing to do before you jump ahead onto any technique is to **identify your business needs** and consider **which goal-setting strategy will most likely be picked up by your employees**. It is no use after all to implement a strategy and won’t be compatible with your team.

With that in mind, here are 5 tips to help you get started on creating those successful goals:

1. Review And Reflect

Before thinking about the future, first take some time to look at your present situation and how satisfied you are with the current developments so far. Write these down and ask yourself at each point: Can this be better? Is this good enough? How can we take this (current achievement) to the next level?

The purpose of this is for you to look at present achievements objectively and evaluate how far you have come and how far more to go achieving your ultimate goal. This will give you a **baseline** to get started.

2. Believe And Visualize

Once you have determined your future course of action, the most important element is **to believe in it**. Believe in your goals and visualize the results. There is no point convincing yourself or others to work towards a goal that is vague and has no mental visualization applicable to reality. If you can 'see' it happening, then it can be done.

Read this article by The Huffington Post to know more about Goal Visualization: https://www.huffingtonpost.com/frank-niles-phd/visualization-goals_b_878424.html

3. Write It Down!

Even though you can do this with your computer or phone gadgets, we still recommend the classic 'pen to paper' approach. There are [powerful reasons why you should always write down your goals](#) and one of the best reason is simply because it helps you to remember. According to [research studies](#), it is more likely for one to remember their goals by writing it down and **42% more likely to achieve them!** By physically writing down goals on your planner or company's daily board, you had already set your mind in achieving it.

4. Plan Of Actions

Goals are essentially just thoughts - until you develop a plan of actions to achieve it. Start by breaking down your big goal into small achievable goals or milestones. Give these milestones a challenging and logical timeline. It is important not to set a deadline too short that it is impossible to beat or too long until it burns out. The trick is to come up with a logical timeframe for a certain goal, and challenge yourself to beat it before that time.

5. Maintaining Focus And Consistency

Sounds simple in theory, it's hard in reality because of the distractions all round you. *Piling loads of work, emotional challenges, social activities, exhaustion, boredom...* at a certain point you might feel demotivated and may even forgot all your goals entirely.

Arrest & stop it. Get back on track. Recognize that these are normal feelings - everyone has them. What you do next determines whether your goals will be a success or just a dream. **Get**

organised, start by doing stress-reliving activities and surround yourself with positive people. Read back the goals that you have written down. Remove the negativity and revitalise yourself.

Check out on how you can stay motivated in achieving your goals:

<https://www.bustle.com/articles/172824-11-ways-to-stay-motivated-focused-to-achieve-your-goals>

What are you still waiting for? 2018 is merely few weeks away!

Time to take out a pen and paper, take some moments off your schedule and start writing down your goals! Make sure you are concise and specific but not too detailed that it limits yourself ability to achieve it. Stick with it and you will see the results of your efforts! We don't guarantee that it'll be easy, **but it will certainly be worthwhile! Try it now!**

