



TARGET Goals Goals That Work

It is easy to talk about goals, but achieving them takes more than that. Staying focused on the final objective while you're diligently working can be difficult, yet it's necessary to keep your longer-term objectives clearly in front of you.

If you are serious about your goals and want to make real progress toward successfully achieving them, use the TARGET Goal formula. It is simple, and it works. The method incorporates all the elements you need to accomplish what you set out to do. Most important, it simply summarizes those into a single-sheet, easy-to-glance-at document. It contains:

- a realistic action to take,
- an effective measurement of your progress, and
- a deadline.

Adopting the TARGET Goal approach brings a sense of urgency to your daily routine and makes you get specific about what is vital to succeed.

Start with the word "To," and follow it with a positive action verb. Next, add a realistic goal area or focus. Then add an effective measure of success, and close it with the time for the goal to be achieved.

Here's a business example: *To increase the number of clients with investible assets of \$1 million+ by 10% before the end of the third quarter.*

To begin:	To
Action verb:	increase*
Realistic Goal:	the number of clients with investible assets of \$1 million+
Effective measurement:	by 10 % (8 new clients)
Time period:	by Sept. 30 (end of the third quarter)

*Notice the action verb is always positive

TARGET Goals work equally well for objectives beyond business objectives. Here's a personal example: *To invest 60 minutes of quality, relationship-deepening time, one-on-one with each family member weekly.*

To begin:	To
Action verb:	invest*
Realistic Goal:	60 minutes of quality, relationship-building time
Effective measurement:	one-on-one with each family member
Time period:	weekly.

*Remember the action verb is always positive.

Now try it yourself.

To begin:	To
Action verb:	_____
Realistic Goal:	_____
Effective measurement:	_____
Time period:	_____

Think about what you want to change in your life in the next three to six months. What do you want to improve or overcome? Experiment with the process and see what you come up with.

On the blank TARGET Goal Template pages, create at least one TARGET Goal each for business, relationship, physical, and spiritual-oriented goals.

Once you have identified a goal for each of these four areas, fill out the templates with the actionable, measurable, time-bound details. Place these goals where you will see them regularly and be reminded to keep making positive progress toward your objectives.



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My TARGET Business Goal

To begin:

To

Action verb:

Realistic

Goal:

Effective measurement:

Time period:



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My TARGET Relationship Goal

To begin:

To

Action verb:

Realistic

Goal:

Effective measurement:

Time period:



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My TARGET Physical Goal

To begin:

To

Action verb:

Realistic

Goal:

Effective measurement:

Time period:



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My TARGET Spiritual Goal

To begin:

To

Action verb:

Realistic

Goal:

Effective measurement:

Time period:



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My TARGET _____ Goal

To begin:

To

Action verb:

Realistic

Goal:

Effective measurement:

Time period:
