



THINQUE

# GOAL SETTING GUIDE

# New Years Resolutions and Goal-Setting Report :

## why many people do not achieve their goals while a select few seem to do it so easily

### **New Years Resolutions 2007:**

- Lose 20 kilos
- Stop smoking
- Get my career in order
- Save more money
- Spend more time with my family.

Look familiar?

And yet, two or three months later, you've forgotten completely about the list and are back to your old ways ... you feel guilty for having let yourself down and wonder why you can't seem to stick with anything.

The problem with New Years' Resolutions are multi-fold and extend beyond obvious issues such as lack of will, lack of time and lack of convenience. In fact, it is a strange phenomenon that within Western societies, this is the one time of year you are actually allowed to state your personal goals to a group of friends and to commit all of your resources to it.

Even worse, it is also the time of the year that no one will hold you accountable for actually following through with those goals.

Unfortunately we have gotten used to sarcastic responses as soon as we utter anything that seemingly resembles ambition and thus our neurons tend to calcify with the passage of time, leaving little room for the pursuit of dreams and goals.

This is a particular problem in Australia where our belief that we are egalitarian has actually turned us into non-egalitarians – believing those that have money and privilege (regardless of how hard they worked to achieve it) are worthy only of our scorn.

While this may sound a bleak observation, it is regrettably the reality for too many Australians. The purpose of this article, though, is not to provide a sarcastic pat on the back – it is to teach you to set goals that you can actually achieve. It is my ambition that these insights go beyond and above the old-school 'rah-rah' seminars of the past and provide you with some fundamental skills that you can pragmatically implement as you set the course for 2007 and beyond.

In the West, most people who set goals have very poor goal-setting muscles and little understanding of the power of their unconscious mind. This is a shame, since it is the unconscious mind which is the seat of all achievement, accomplishment and fulfilment. An excavation of this powerful force within will give you a feeling of what you are ultimately capable of when you harness it.

So why should we bother to set goals?

Oliver Wendell Holmes said that 'a person's mind, once expanded by a new idea, never returns to its original dimensions'. A goal is simply an idea of a place or a person we want to become or be in. In this regard, a goal stretches us and allows us to tap into our hidden resources and to become more than we currently are.

*Click here to register for the Thinqe (audio) podcast version that you can use simultaneously to guide you through this e-playbook, or alternatively to use on your Ipod/MP3 player in the gym, on your way to work, or while out for a jog on the beach.*

# “The conscious mind is the goal-setter while the unconscious mind is the goal-getter.”

This may take the form of a slimmer body, a fatter wallet, more connected relationships, or a healthier lifestyle. As a consequence, goals become an internal yardstick by which we can measure our performance. Most importantly, it is who we become in the process of achieving them that becomes our lasting personal asset.

It has been said that ‘nothing breeds success like success’. Performance heightens our idea of self-worth and frequently flows from being ‘in the flow’. Moving towards a goal means moving towards a vision, your true north, with an end in mind and gives meaning and purpose to your life. Fundamentally, at a time when more and more people search for purpose in their lives, meaning becomes the motivational fuel that powers our existence.

Ultimately, goal setting is about behaviour, learning and change. Your personal “Division of Achievement” is located in your unconscious mind. This is the 90% of your mind which you may not presently be aware of – it is the part of you that breathes you, dreams you and heals you.

The unconscious mind is the seat of all emotion, creativity and imagination, and holds the key to you truly moving toward your goals in a congruent and profound way.

Change is quite easy when you have a proper understanding of, grasp of and communication with your unconscious mind. However, when you set goals consciously, logically and in an inebriated state on New Years Eve, dark clouds

of doubt usually gather on your horizons within weeks of the New Year’s party. Most exclamations during the count down to 24.00 are simply vacuous, last minute hopes that by a miracle one’s life and habits could change by the time we wake up on January 1.

By the time we have finally beaten the hangover from the previous night with health snacks such as bacon and eggs, a smoke instead of a jog, or perhaps another beer instead of that glass of water; change, betterment, and learning seem elusive. Too many revert back to the conditioning of the past with a sigh of relief that they did not have to do what it took to get there.

The good news is that there is a long-term cure and a method that promises the very results you are after.

To begin with, you need to know that all change, all learning and all behaviour is unconscious. Therefore, to be effective in our goal setting promises to ourselves, a basic understanding of how we communicate with this mysterious part of ourselves is needed.

The conscious mind is the goal-setter while the unconscious mind is the goal-getter. This means that most people understand a fundamental premise on December 31 – the fact that we need to set goals. Setting goals consciously (even after too many flutes of champagne) is an entertaining and often reflective process that contains all of the right intentions.

# All Learning Behavior and Change is unconscious.

However, it is not the part of the goal-setting equation that delivers the goods. Communicating the goal, or the resolution, to the unconscious is where the true art of achievement lies. Our unconscious landscape is where the potential to actually fulfil our promises to ourselves is lying dormant and waiting. It is only when we realise how to nurture this landscape that we can fully tap this potential and achieve the lofty dreams of December 31st.

To do this, begin by taking some positive time for reflection, insight, fresh perspectives and unique thinking. This is a time to be grateful for the experiences of this and past years and it is a time to set the course for the year and later years to come. In other words, now can be the perfect time to build some goal-setting muscle.

Before you set these goals, it is important to go into the process with an attitude of gratitude. This means that in order to make room for more accomplishments and achievements in our lives, we need to acknowledge, appreciate and give thanks for the special people in our lives, the things we have and the beautiful experiences our lives bring us. This is a fruitful exercise and one that usually brings a great deal of joy and love and provides us with the right mind-space to then set a course from.

So, how do we actually accomplish our previously elusive New Years' resolutions from times gone past and the new ones for 2007? The first thing we need to do is to think.

Remember that 3 pound meat-loaf (otherwise known as your brain!) that is heavily trained in logical and linear thinking? It is time to engage in some deep reflection. 'There is no expedient to which man will not go to avoid the real labour of thinking', Thomas Edison used to say. It may seem like an arduous task, but truly it is where all of the results in life are. Einstein agreed by saying that 'imagination is more important than knowledge'. Thinking is simply the process of asking and answering questions. The following questions serve as a convenient and powerful guide in making your resolutions and setting your goals.

# Creating an achievable outcome

- 1. Stated in the positive:**  
"What specifically do you want?"
- 2. Specify present situation:**  
"Where are you now?"
- 3. Specify the outcome:**  
"What will you see, hear, & feel, when you have it?"  
The outcome should be specified  
"As if now." Present Tense.  
Make it compelling. Be sure your future picture of the outcome is dissociated in the Time Line.
- 4. Specify evidence procedure:**  
"How will you know when you have it?"
- 5. Be sure it is congruently desirable:**  
"What will this outcome get for you or allow you to do?"
- 6. Is it self-initiated and self-maintained?**  
"Is it only for you?"
- 7. Is it appropriately contextualized?**  
"Where, when, how, and with whom do you want it?"
- 8. What resources are needed?**  
"What do you have now, and what do you need to get your outcome?"  
"Have you ever had or done this before?"  
"Do you know anyone who has?"  
"Act as if you have it."
- 9. Is it ecological?**  
"For what purpose do you want this?"  
"What will you gain or lose if you have it?"  
"What will happen if you get it?"  
"What won't happen if you get it?"  
"What will happen if you don't get it?"  
"What won't happen if you don't get it?"

The goal-setting process is similar to designing a piece of extremely powerful, cutting-edge computer code that re-defines your future. We design and engineer it consciously and build it unconsciously.

Your life is a canvas and you are the painter – sure. But in the 21st century in the context of goal-setting, you are the computer coder, web designer and software developer and the world around you are your pixels, html code, and graphics.

The key distinction to grasp is that you write the goal consciously, communicate it to your unconscious and leave it to your unconscious mind to achieve the goal. This involves a pinch of faith and surrendering to the process. For anyone accustomed with spirituality you will know that this is a rewarding mind-set and leads to an adventurous journey. Results flow where emotions go.

Once you have completed the create an achievable outcome - exercise above, here are the specific steps for writing a goal and projecting it into the future, to make sure that you achieve it.

## S.M.A.R.T. Goals

S

Specific  
Simple

M

Measurable  
Meaningful to you

A

As if now  
Achievable  
All areas of your life

R

Realistic  
Responsible / Ecological

T

Timed  
Toward What You Want

# Steps for putting a single goal in your future

- 1. Be sure the goal is stated so it is S.M.A.R.T.**
- 2. Get the last step:**

“What is the last thing that has to happen so you know you got it?”
- 3. Make an internal representation of the last step:**

A visual representation, or auditory representation, or kinesthetic representation.
- 4. Step into the internal representation**
- 5. Adjust the submodalities:**

Adjust them for the most positive kinesthetic or for the most “real” feeling. A submodality is a sub-set of the major modalities of our senses: visual, kinesthetic, auditory, olfactory, and gustatory as well as auditory-digital (self-talk) – in other words a submodality may be the location or size of the internal picture, the volume of a sound, or the direction of a feeling for example.
- 6. Step out of the internal representation:**

As if you are holding the internal representation in a polaroid-picture in your hand and you are looking at your body in the picture.
- 7. Take the internal representation and float above now:**

This is a process of active imagination. Imagine your past stretched out in one direction below you and your future stretched out in the other direction below you.

- 8. Energize the internal representation with four deep breaths:**

Breathe in through the nose, out through the mouth, and blow all your energy into the internal representation. This is a metaphor for the unconscious mind which brings the internal representation to life and makes the outcome even more compelling for you to achieve.
- 9. Float out into the future:**

Take the internal representation and float above the time line out into the future.
- 10. Insert the internal representation into the time line:**

Let go of the internal representation and let it float right down into the time line at the specific date when you have set the outcome for.
- 11. Notice the events between then and now re-evaluate themselves to support your goal.**
- 12. Float back to now and come back into your body.**

Now, is that not different from screaming out your resolution at the top of your lungs to the sound of fireworks on 31 December? When we understand this process, goal setting and achievement becomes an art and a science for sculpting one’s life in the shape we want it.

**PS.** If you like what you have just experienced, imagine having a trusted coach on your side to guide you through your challenges and toward your goals. Click [here](#) and register if you'd like to experience a coaching session 1st hand with a Thinqe Coach (special code : SecretCoach)

**PPS.** Or if you'd prefer, why don't you enquire with us about our funky, fresh and fun personal developments trainings, or corporate workshops? (special code : SecretTraining)

With compliments,

A handwritten signature in black ink, appearing to read 'Anders Sorman-Nilsson', written in a cursive style.

Anders Sorman-Nilsson BA LLB (Hons) GradDipLegPrac

Coach, Trainer, Speaker.

# Testimonials

'It certainly opened my eyes to some of the areas of our business that we need to focus on. The information Thinqe provided pinpointed specific issues and the consultant comprehensively ran through certain solutions/ideas of ways that we could improve our day to day business activity.'

*Katherine Illy, Marketing Director, Macquarie Bank, Australia*

'Thank you for a great [7 Steps to Success] weekend. I now believe I can achieve anything, even the things I used to think were out of reach'

*Kristina Karlsson, Founder and Managing Director of Kikki-K, 2 time Telstra Business Woman of the Year Nominee and Ethnic Business Person of the Year 2006, Australia*

'As a young professional, early in one's career, clear direction is essential. Anders Sorman-Nilsson from Thinqe showed us the power of goal setting and easy-to-follow techniques to reach these goals'

*Per Gustafsson, President, Swedish Australian Chamber of Commerce, Young Professionals Division, Australia*

'Throughout the process Anders demonstrated a truly professional attitude combined with a caring and humanistic approach. I am convinced he offers invaluable help with potentially so many areas of my life. I cannot thank him enough!'

*Mark Falkland, Guitarist, Young & Restless, Winner of 2006 Triple J Australian 'Unearthed' Competition, Australia*

'Thank you very much for making the Leavers' Dinner such a success. Your words were inspirational for the boys and for the parents. The manner in which you engaged over 500 people was quite remarkable and importantly the young men were very much listening to what you were saying'

*Simon Murray, Headmaster, Canberra Grammar School, Australia*

"Anders provided a well researched presentation about EQ, IQ and whole brain communication. He offered insight into trends as well as tools to draw out Talent in corporate organisations. The Talent Tuesday event attracts senior managers in business and human resources who valued the perspective Anders and Thinqe offered."

*Kirsten Daly, Director, The Career Group*