



This Is Your Life Podcast

Season 4, Episode 8

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Michael Hyatt

Stu McLaren: Welcome to *This Is Your Life* with Michael Hyatt. Our goal is to help you win at work and succeed at life. My name is Stu McLaren, and I'm filling in for Michele Cushatt, who is away conquering cancer. We're excited about her return, and she's going to be making that sooner than doctors predicted, because she is one tough cookie. In the meantime, we are in the studio. Michael, welcome!

Michael Hyatt: Hey, Stu! Welcome to you!

Stu: Yes! Well, I'm excited to be here in the studio with you again. I'm excited to dive into today's episode.

Michael: Me too.

Stu: Before we do that, how are you feeling about work, life, and everything that's going on?

Michael: Man, I'm feeling great. You know, it's like the guy said. "If life were any better, there would have to be two of me to enjoy it." So yeah, it's good.

Stu: Awesome!

Michael: It's a good season.

Stu: Well, you have had many good seasons stacking up, and a lot of it has to do with the way you approach goal setting. I want to talk about that here today. Before we do, I want to pull out something you wrote on your blog about goal setting.

Michael: Okay.

Stu: You said, "When I speak publically, I often ask how many people believe in the power of written goals. Every hand shoots up. Yet when I ask how many of them have written goals for this year, very few hands go up. This always surprises me given the fact that most people

know intuitively and research has proven that those who write their goals down accomplish significantly more than those who do not write their goals down.”

So let me ask you, Michael... Why do you think, given that so many people know the importance of written goals, few actually do it? I want to know your thoughts around that. I also want to know what written goals have done for you in your life.

Michael: Yeah. I think it’s like anything else we know to be good for us that we don’t take action on. You know, we know our lives would be better. We would live longer if we took exercise seriously or ate more healthy food. We think our relationships would be better if we spent time with the people we love, in a certain way undistracted from the devices in our lives, but we just don’t act on these things.

I think the same thing is true for goal setting. The evidence is overwhelming. People who set goals are happier. They live longer. They make more money. I mean, in every metric you want to measure, goal setting is a key component. Yet very few people do it. But I know the high achievers who listen to this program do it.

Stu: Right.

Michael: A lot of them do it, and the rest of them know they should. The thing that excites me about this episode is the fact that we’re going to talk about practical ways to do that.

Stu: Well, I am excited to talk about that. For those of you who are listening and watching, we’re going to be diving into goal setting, and we’re going to be talking about Michael’s *five principles to help ensure our success*. Let’s dive into that. Michael, what’s the first principle?

Michael: Well, the first principle... Let me back up. Here’s what typically happens. People get excited about goals. They see the potential. It creates all of this massive possibility for them. They go, “Oh my gosh, I could set goals and really have the marriage I want. I could really have a relationship with my kids like I want. I could really go somewhere with my career and start that business or write that book.”

The list goes on and on, so they write down 100 goals. Now I’ve done that too in terms of aspirations. One time I had all of my kids read a book. We went to the beach, and I had them read a book called *Write It Down, Make It Happen*. Then I gave them yellow notepads (like I have here in front of me today) and said, “I want you to write down 100 things you want to accomplish before you die.”

Stu: Wow.

Michael: We all did this. Now by the way, it was pretty easy until we got to about 50.

Stu: Right.

Michael: Then it got really tough.

Stu: What an interesting exercise.

Michael: It literally took us three days for everybody to get to 100.

Stu: But everybody did get to 100?

Michael: Everybody got to 100.

Stu: Okay, good.

Michael: I still have my list. Then what happened is we started sharing those. I said, "Rank them. Put your top 10 on a list." Then we started sharing those. It was a fascinating discussion.

Stu: Wow.

Michael: The problem with a list like that (I'm saying all of this as a big windup to the first principle) is that if you're going to be successful in goal setting, you have to *keep the goals few in number*. Now for making a bucket list or a big list of aspirations, all of that is great, because I love just thinking through what I want to accomplish in the long term, but in terms of actually achieving your goals, you have to keep them few in number. I recommend no more than 7-10. If you have more than that, you just can't stay focused.

Stu: You get stifled by the sheer magnitude of the number.

Michael: Yeah. You just feel overwhelmed. I mean, you might feel energetic at first, but it's not how you feel at first that's going to carry you through.

Stu: Interesting.

Michael: I just had this conversation last night. I went to dinner with my youngest daughter. I didn't actually check with her to see whether or not I could tell this story, but I'm going to tell it anyway. She was just sharing with me that she was frustrated that she had these 10 goals and she wasn't making much progress. I asked her when they were due, and she said they were all basically due at the end of the year. I said, "Well, that's your problem. You need to really focus on three."

In fact, I recommend and teach in my course *5 Days to Your Best Year Ever* that you identify a push goal. Now this is a concept I got from Chalene Johnson. I think her book is called *Push*. The idea is to find out one goal that would make everything else easier if you could accomplish it. I just asked her, “What’s the one thing that would make everything else easier if you could accomplish it?” I won’t tell you what she said, but I said, “Well, that’s what you need to focus on.”

Stu: It’s fascinating, though, that you mentioned something she has done that I have completely been guilty of. I went through your *5 Days to Your Best Year Ever* course, got tremendous value from it, and had my goal list with 7-10 goals. The mistake I made was one you mentioned your daughter made. That was the fact that I put all of my due dates for these goals as December 31 of that year, so I had all year to accomplish those.

What happened was I didn’t really get into action until like mid-October, and then I was like, “Oh my goodness. I only have a couple of months.” Then I got all overwhelmed. What you’re saying is to have a few goals and then focus on an even smaller number of them in the beginning.

Michael: Yep. The cool thing about the way I teach goal setting is that once you accomplish a goal, then you have the right to add another goal if you want to. It’s never more than 7-10 at one time. If you want to add another goal, great. This is a moving target. It’s something that’s a work in progress. You can change this up as you go. But I would start with a small number.

Stu: It’s almost like a reward system.

Michael: Yeah.

Stu: You accomplish one, and then you get to add another one.

Michael: Well, it is for achievers. I’m not sure the whole world sees it that way, but for me, yeah.

Stu: Okay. The first principle to help you ensure your success is to keep the number of goals small. You recommend 7-10 at any one time.

Michael: Yep, 7-10. That’s because psychologists in general will tell you that you can’t focus on more than about 7-10 things at one time.

Stu: That includes all goals, by the way. You can’t try to hack the system by having 7-10 work goals, 7-10 relationship goals, and 7-10 health goals.

Michael: I've had people try to do that. I had an employee one time who tried to do that. No, that's not what we're talking about.

Stu: Sorry, people. You have to stick to the 7-10 rule.

Michael: But it should be balanced across your life, so there should be some work-related goals, some relational goals, some self-care goals, and all of that mixed together. But it can't be more than 7-10.

Stu: Yeah. Okay. That's the first principle: Keep them few in number. What's the second principle?

Michael: The second one is to *make them SMARTER*. We've all heard of the SMART acronym, but my acronym is SMARTER, so I add a couple of items to it. Why don't we just talk through each one of those? I think they're really important.

Stu: Okay. Let's go for it.

Michael: Okay. For many people, this will be just kind of a refresher. Because I know most people don't actually write their goals... This is something you want to practice. First, your goal needs to be *specific*. That's what the *S* stands for. Your goals have to identify exactly what it is you want to accomplish with as much specificity as you can possibly muster. For example, here's a bad goal. "I want to write a book." I mean, if you talk to people in North America, probably 90 percent of them want to write a book.

Stu: And that's not even a goal.

Michael: That's an aspiration.

Stu: That's an aspiration. Right.

Michael: Which is fine. But to turn it into a goal, you have to make it more specific. If I say I want to write a book proposal for what's going to be my next book, *Living Forward*, that's specific. That's a specific book I'm talking about rather than just having some general goal to write a book.

Stu: Got it.

Michael: Does that make sense?

Stu: Yep.

Michael: Then they need to be *measurable*. That's the *M*. The old adage says you can't manage what you don't measure, so you want a goal that's measurable so you'll know when you've achieved it and you can check it off of your list. An example of a bad goal that's not measurable would be, "I want to earn more money this year than last year."

Stu: Or, "I want to be healthier."

Michael: Yeah. "I want to be healthier," or, "I want to lose weight." It has to be more measurable than that. For example, "I want to earn \$5,000 more this year than last year," or, "I want to lose 10 pounds."

Stu: I see this happening all the time in the business world too where people say, "I want to make our customers happy." Well, what does that mean? How do you know whether you're winning or losing? You have to have that line where you know whether you've won or lost or how you measure up. It's important to have a goal that's measurable.

Michael: That's right. Reducing it to a metric really helps.

Stu: Let's give a couple of examples of measurable goals.

Michael: Well, one might be, "I want to reduce my body fat to 15 percent of total mass."

Stu: Got it.

Michael: That happens to be one of mine this year. It's very specific. It's measurable. The date is quickly approaching. I'm going to find out if I made it or not. I'm still a ways away.

Stu: Okay, that's the *M* in SMARTER. What's the *A*?

Michael: The *A* stands for *actionable*. Every goal should start with an action verb like *quit*, *run*, *finish*, *eliminate*, etc. rather than a *to be* verb. A bad example of this would be, "I want to be more consistent in blogging." That's not an action verb. That's a *to be* verb. "I want *to be* more consistent in blogging."

Stu: That's a bad example.

Michael: That's a bad example. A good example would be, "I want to write two blog posts per week."

Stu: Got it.

Michael: That's very specific. Or you could say, "I want to work out three times a week," or, "I want to go on a date with my spouse one night a week." Those are actionable. Then they need to be *realistic*. Here's where you have to be careful. When I say *realistic*, I'm not saying they should be inside of your comfort zone. They have to be in your discomfort zone but not in your delusional zone. I identify those three different zones.

Stu: We've done an episode on being in your discomfort zone.

Michael: That's right. Yep.

Stu: So definitely go reference that.

Michael: Go reference that one. I can't remember what episode number it is, but go reference that one. Here would be an example of an unrealistic goal for me. "This year, I'm going to qualify for the PGA Tour."

Stu: Right.

Michael: It ain't happening. My golf game isn't that good.

Stu: Your golf game don't have game?

Michael: It don't. A good example, though, would be if I said, "I want to lower my golf handicap by three strokes." That's realistic. That's within the realm of possibility. It's outside of my comfort zone because I don't see how I'd get there from where I sit right now (especially since I'm not playing that much), but it's important to make it realistic. This is art, not science. I want to kind of go to a delusional point and then dial it back a few clicks to where it's in the discomfort zone.

Stu: You still want to push yourself.

Michael: Totally.

Stu: But you don't want to have a goal that's going to be very easy for you to achieve, because then it's not going to have the same meaning or significance.

Michael: That's right.

Stu: Yep. Okay, that's the *R* in SMARTER. What's the *T*?

Michael: The *T* stands for *time-bound*. Every goal needs a date associated with it. This is the difference between an aspiration and a goal. If it doesn't have a date, it's not a goal; it's just an aspiration. So put a date on it. The great thing about a deadline is it creates urgency and drives action. A bad example would be if I just said, "I want to lose 20 pounds," and left it at that. I mean, do I want to lose 20 pounds in the next 10 years? Do I want to lose 20 pounds in the next year? What's the deadline? If you say, "Oh no, I want to lose 20 pounds by April 1..."

Stu: That changes the whole scope of things.

Michael: It changes everything.

Stu: Yeah.

Michael: Deadlines are really, really powerful. We need to use them to our advantage, especially with our goal setting.

Stu: To come back to the example I gave, don't make all of your goals have the same deadline.

Michael: You're exactly right.

Stu: Because then you let yourself off the hook for the majority of the year and then hit the panic button right at the end of the year.

Michael: Exactly right. Yeah. Or you just blow it off and just don't even try, so that's not good either. Then that leads us to the *E* in SMARTER. The *E* stands for *exciting*. Your goal has to be compelling. It can't be something that is extremely incremental or something other people think you should do. It has to be something that is exciting to you personally.

An example of this for me would be saying, "I want to take a very specific photography course this summer when I'm on my sabbatical." That's exciting to me. I can't wait to do that. The goals need to be that way for you. They have to be personally compelling. Nobody can judge that except you, but that's the juice that's going to carry you through when you want to quit.

Stu: So can we expect to see more of your photos on your blog?

Michael: Well, yeah. Maybe.

Stu: As a listener, if you would like to see more of Michael's photos...

Michael: Oh boy, here we go.

Stu: Make sure you let us know on his Facebook page at www.facebook.com/michaelhyatt. We want to encourage Michael to let us see more of his photography.

Michael: I did that last year on my sabbatical. Do you remember that?

Stu: Yeah, I do.

Michael: I was posting a lot of photos, yeah.

Stu: And your pictures were amazing! This is why I'm saying it.

Michael: Okay.

Stu: Yeah. I think they'd be awesome. Okay, we're talking about making your goal SMARTER. You've gone through almost the whole acronym. What's the final *R*?

Michael: They need to be *relevant* to your season in life.

Stu: Ahh.

Michael: Okay? Because of my season in life, I can spend an hour in the gym every day. I have no kids at home. I'm at a place where I can afford to do that. It's relevant to my season in life. That's probably not relevant to your season in life or your wife's season in life.

Stu: It's a lot harder.

Michael: It's a lot harder.

Stu: Yeah, because we have two young kids, and the schedules (most of the time) revolve around the kids: taking them to school, giving them naps, and so forth. So it's totally different.

Michael: You can't measure your season by somebody else's season.

Stu: I think that's a very, very important lesson for everybody.

Michael: It is.

Stu: We can naturally get caught up in looking at others and what they're achieving and put pressure on ourselves when, if we can just take a step back and realize, "Hey, listen. They're in a different season of life..."

Michael: Absolutely. Let yourself off the hook. Maybe the most you can do is get in a 20-minute walk, and you can do that three days a week. You're going to trade off with your spouse. That's fine. It's something. Don't let perfection be the enemy of good. That's exactly the opposite of the way we usually hear it, but sometimes we can be so idealistic (don't ask me how I know this) that we'll settle for nothing but the best, so we do nothing.

A lot of people end up doing nothing. So your goal has to be relevant to your season in life. That's just a test to give yourself. "Is this going to be relevant, or do I need to wait and do something a little bit less ambitious given where I am?"

Stu: Very cool. We are currently talking about five principles to help ensure your success with goal setting. We've covered two of them. First, keep them few in number. Second, make them SMARTER. We have three more coming up after this short break.

*If you're like most members of my audience, you're committed to winning at work and succeeding in life, but the truth is you struggle with finding enough time to do it all. That's exactly why I wrote my new e-book, *Shave 10 Hours Off Your Workweek: 4 Proven Strategies for Creating More Margin for the Things That Matter Most*. You can't buy *Shave 10 Hours Off Your Workweek*, but you can get it for free by subscribing to my free e-mail newsletter.*

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Stu: Welcome back. Today we are talking about goal setting and how to succeed with goal setting. So far, Michael, we've talked about two of your principles to help ensure that you succeed with goal setting. I want to dig into those. The first one was to keep them few in number. The second one was to make them SMARTER. What's the third principle you have for goal setting?

Michael: The third one ought to be obvious, but (again, we've already referenced this) *write them down*. Few people do this, but there's a huge power, Stu, in just writing the goal down. I think it's almost like you're taking the first step in terms of your intention toward bringing

that goal into reality. There's a power in writing it down, setting your intention down. That book *Write It Down, Make It Happen* which I referenced earlier is a great book that kind of creates the argument for this.

I can't tell you how many times I've written a goal down (like that big bucket list thing I did where we wrote down 100 things we wanted to accomplish) and because I've written it down, I've gone back and looked at it, and it's amazing how many of those things came to pass even though I didn't have a specific plan or any conscious effort in trying to achieve them. Just the fact that I wrote them down launched me toward them.

Stu: It's amazing how when you write those things down, it's almost like your subconscious mind is looking for ways to make those things happen, but if you think them, they come in and they're gone.

Michael: Yeah.

Stu: It's a much more powerful experience to write them down.

Michael: It's like your brain says, "Look, if you don't have enough effort to write it down, I'm not going to take this seriously."

Stu: "I'm not going to bother with it."

Michael: "I'm not going to bother with it." Well, I've quoted this research in another context. It was done at Dominican University by Dr. Gail Matthews. She studied a bunch of people (a control group) who didn't write their goals down and another group who did write theirs down. She found that if you just write your goals down and don't do anything else, that increases the likelihood of your achieving that goal by 42 percent.

Stu: That is crazy!

Michael: That's crazy! So why wouldn't you write them down?

Stu: Wow.

Michael: So write them down! Now some people think it's important to actually write them out in longhand. Some people are content to just type them into their computers, and I'm one of them. But I've just come upon some research recently that leads me to believe there's some real value in actually writing them down.

Stu: Going old school.

Michael: Going old school, yeah. I did that in the very beginning when I started setting goals when I was in college, and it seemed to work. The argument is that you're more engaged, more of your senses are engaged, and therefore you take it more seriously. You're more focused on it. You remember it. You subconsciously drift toward it by doing that.

Stu: So the third principle is to write them down. What's the fourth one in terms of your principles to help us ensure success with goal setting?

Michael: The fourth one is to *review them frequently*. This is absolutely the number-one reason why people don't achieve their goals.

Stu: I'm totally guilty of this.

Michael: Confess all, my son.

Stu: Yes. Well, I followed your advice. I had 7-10 goals. They were SMARTER, and I wrote them down. Then I didn't look at them again until later on in the year.

Michael: Life happened.

Stu: That's a huge mistake because by not looking at the goals you have set frequently, you forget their importance. You can just get caught up in life. You lose focus, and everything else is going to grab your attention and pull you aside. I noticed something you and your daughter Megan do which I thought was amazing to see in action. In your office, you actually have your goals printed out, framed, and sitting right by your computer.

Michael: We do.

Stu: I thought that was amazing.

Michael: We even took it a step further this year (or at least I did). I had a screen saver created with my goals. Actually, I created it. Let me tell you how I did it. I had some help from one of my daughters. I took each of my goals and said, "I want you to create an image that's the exact size of my computer screen (which I happen to know is 2560 x 1600 pixels)."

Stu: Welcome to the geek side of Michael Hyatt. It's coming out.

Michael: That's the MacBook Pro screen size. So I said, "Create the image that size and put one goal on each image." Then I put all of those in a folder. On a Mac, when you go to the screen saver, you can point to a folder and say, "I want you to pull these images up and rotate them."

Stu: Interesting.

Michael: So now my screen saver is all of my goals.

Stu: Wow.

Michael: I'm just seeing those every day when my computer goes to sleep, when I walk into my office when I come in each morning... Those images are just going.

Stu: You know, I recently had an experience. A mutual friend of ours, Bryan Harris, created a great little free Chrome app called List Goal.

Michael: Yes. I use it.

Stu: I do too.

Michael: Yeah. It's great.

Stu: Basically, every time you open up a new tab in Chrome, it shows you the goal you had set for increasing your e-mail list. It shows you what the goal is for the day and how much progress you've made. It's amazing how powerful it is just to see that every day when you open up a tab.

Michael: Multiple times a day.

Stu: Yeah.

Michael: You've given me a new idea for a product.

Stu: Oh, interesting.

Michael: You could put your goals actually in that and have your goals show up on it.

Stu: Yes. That's a great idea.

Michael: Thanks, Bryan. That's probably not exactly what you were looking for, but List Goal is a great product. So yeah, you have to review them frequently, and if you find you're stuck... I always start with this question. This is a diagnostic question. When I'm coaching somebody, I say, "When was the last time you reviewed your goals?"

Well, actually, these are the first questions. "Do you have goals? Are they SMARTER? Are they few in number?" Then I ask, "Are you reviewing them frequently?" If they're not, that's where

we have to start. I recommend that (especially for the first couple of months of the year or whatever time period they've set the goals for) they review them daily.

I have mine listed out. It's just a simple list in Evernote. I have a shortcut in my shortcut bar in Evernote, so when I click on that, I see my 10 goals for this particular year. I have 10 goals for the year. They're in order. I have accomplished one of them so far, so I have nine still left to go. I'm about to accomplish another one. Those are very present to me. That could be a daily review. At the very least (this is where I am right now), I review them once a week in my weekly review.

Stu: So you have a whole process where you have time set aside to review your goals.

Michael: That's right.

Stu: Gotcha. When you're reviewing them, is it just a quick glance just to remind yourself, or is it further in depth?

Michael: On the daily view, yes. I'm just reviewing them really quickly just to get re-oriented, but I'm always asking the question (especially weekly), "What actions can I take this week that will move me toward the accomplishment of that goal?"

Stu: Gotcha.

Michael: So it informs my daily task list and my planning for the week.

Stu: Very powerful. That is your fourth principle. What is the fifth one?

Michael: The fifth one to *share them selectively*. Okay, here's the story on this. Once I became a blogger, I thought, "Wouldn't it be cool if I just shared my goals with the world?"

Stu: Then everybody would hold you accountable.

Michael: Yeah. I thought this would create massive leverage and I would achieve them. Then I heard this lecture, a TED Talk, actually, by Derek Sivers. He talked about the folly of sharing your goals publically. He said it's foolish because what happens in your brain is that your brain thinks it has already accomplished the goal. In other words, you get the same psychological satisfaction from talking about a goal that you do from having actually accomplished it.

Stu: So by sharing it, you're almost rewarding yourself in a way.

Michael: That's right. So he says to keep them to yourself. Now I actually don't believe that either, so I have a middle way. That's to share them selectively.

Stu: Yep.

Michael: I don't share them with people who are going to poo-poo them. It seems all of us, unfortunately, have a few people who are negative and will diminish the goal, laugh at it, or just not support us in some way. So I'm very selective in who I share the goals with. I want it to be with people who can appreciate them, believe that big for me, and encourage me in the process. I also want to share them with people who will hold me accountable, so I share them very selectively. Not everybody can do this, but Gail makes it very safe for me to share my goals.

Stu: That's important.

Michael: It is.

Stu: It's important to have somebody you feel safe sharing those goals with.

Michael: Yeah, and it might be a best friend. It might be a mastermind or an accountability group. It could be your pastor. It could be, in some situations, somebody at work. It could even be your boss sometimes.

Stu: You could tell business partners.

Michael: You could tell business partners. But the thing that happens when you share that, like in the context of my marriage, is... It's amazing how much alignment comes to our relationship, because when I hear her goals, she hears my goals, and we see how they dovetail together... Maybe sometimes a couple of them need to be tweaked because they're at odds with each other. That all happens when we share selectively, and then we can encourage one another throughout the year.

Stu: Yeah. When Amy, my wife, and I did this, it was an amazing experience. It really brought us together as a couple. You see what's important in their life, and as a spouse you immediately start thinking about ways to help support them in that. I think that's a really great bonding experience. I want to take it a bit further and just ask you a sub-question off of that.

Michael: Okay.

Stu: How do you create a safe environment for someone else to share their goals with you?

Michael: Ahh. That's good. Well, I think the number-one thing is that you can't be in a place of judgment.

Stu: Right.

Michael: That may not be a goal you would pick for yourself. Okay, I'm just going to confess. I don't have a lot of empathy for this, but I have a friend who's trying to quit smoking. My attitude toward that is, "Just quit already!" Well, as it turns out, it's more complicated than that.

Stu: Yeah.

Michael: If this person wants to take three months or 12 months to do that, I don't want to sit in judgment of that.

Stu: Right.

Michael: I might ask him some questions. I might say, "Do you think that's a reasonable timeframe? How do you feel about that timeframe?" and just let him talk and help me understand, but I'm not going to sit in judgment. The other thing is I'm not going to become a nag in his life or her life (whatever the situation may be). I wasn't very good at this with Gail initially, and I kind of scared her off from goal setting. She entrusted me with a goal, and then I became a nag.

Stu: Right. You were on her all the time?

Michael: Yeah. She actually didn't hire me to be a coach in that, and it wasn't good for our relationship. So now I don't do that. We review our goals. She's a great coach to herself. She doesn't need me nagging her, and she sure doesn't need me shaming her. If she misses a goal... My attitude toward goals is such that if you've missed a deadline, if you're completely stuck, if you're off track, there's no shame.

That's all in the past. You can't do anything about that. Just embrace it for the future or adjust the deadline if necessary. Maybe remove that goal and get something that's more meaningful now. But you have to be the kind of person who is going to be supportive and encouraging, and you especially need to encourage them when they're making positive movement toward that goal.

Stu: Got it. Okay. That's important.

Michael: That was a great question.

Stu: Thank you. We're talking about the principles to help you ensure your success with goal setting. We've talked about the five principles. First, keep them few in number. Second, make them SMARTER. Third, write them down. Fourth, review them frequently. Fifth, share them selectively. As we wrap up this episode, I want to ask you how we apply what we've learned today so that... I'm wondering if you can share a few reasons why we should be doing this.

Michael: Why we should be setting goals?

Stu: Why should we set goals? Why is it so important? Why should we do this right now?

Michael: Well, I think the first thing is it takes less time than you think. The whole premise behind my course *5 Days to Your Best Year Ever...* You can't even get the course now; it's closed. But you can register again on the waiting list at bestyearever.me. I would encourage people to do that. This is an amazing course that thousands and thousands of people have gone through, and it has been life-changing for them.

Stu: It's important to point out that prior to when you do open the course, there's tons of free content you deliver in a video series people can consume absolutely for free.

Michael: That's right.

Stu: So it's great to go there to get on the waiting list, because you'll get that regardless.

Michael: You don't want to miss that content. But in terms of the reasons why you should set goals... This is what I talk about in the course. It takes less time than you think. In fact, the way I teach it, you can set yourself up for your best year ever by just setting aside four to five hours. You could do this literally in a morning on a Saturday. You could do it in one evening or maybe two evenings.

It takes less time than you think it will. The second thing is it pays huge dividends for such a small investment. To me, trying to live without goals would be like trying to pilot a ship without a rudder. You know, how do you get through life? How do you know where you're going? A lot of people you and I know end up at destinations they didn't choose because they didn't have goals.

Stu: Right. As you have always taught, they drift.

Michael: They drifted. They just drift. Yeah. A third reason is that the joy and satisfaction of accomplishing your most important priorities is at stake. If you really want to achieve a life that matters, if you want to get to the end of your life and not have any regrets, if you want to

look back with fulfillment and say, “Wow, I accomplished some things that were really important,” you need to set goals. That’s where it starts, and it’s easy.

Stu: You know, as a parent of young kids, one of the things I’ve realized is how much our behavior shapes their behavior. Having goals and talking about goals in an open environment such as a family household is so important for shaping the kids in terms of encouraging them to think forward, improve themselves, and make progress.

Michael: It is.

Stu: I think that the more we can get into a habit and ritual of setting goals, reviewing those goals, and making progress toward those goals, the more that not only benefits us but has the ripple effect of benefitting those around us as well.

Michael: It sure does. That’s a good point.

Stu: Well, if you’ve enjoyed today’s episode, you can find the full notes and transcript over at michaelhyatt.com. We also have the video of today’s episode. If you’d rather watch rather than listen, that too is over at michaelhyatt.com. In the meantime, I’d love to ask you to do a favor for us. Could you go over to iTunes and just rate the podcast? It will take you maybe 30 seconds, but what it will do is help get the show in front of more people who could benefit from this information. Thank you in advance for doing that. Michael, as we wrap up today, do you have any final thoughts on goal setting?

Michael: Yeah. I would just say that if you’ve never set goals, you should give it a try. Test it. See if it doesn’t work for you. I think you’ll get really excited about doing it. If you have set goals and you feel like you’re stuck, get back in the game. Again, no shame. Don’t be discouraged. Just re-embrace what it is you’re out to achieve, and go for your goals.

Stu: Well, it has been a great episode. Thank you so much for joining us.

Until next time, remember: Your life, your one and only life, is a gift. Now go make it count.