

Elevate – Goal Setting

Determine Your Goals

Goals are amazing. Embrace them. They will give you focus and help with direction.

“Decision making is second nature to entrepreneurs. Knowing the power of making a decision is your strongest asset. Once its power is experienced firsthand, it is very addicting. Goals and objectives are made by lots of smaller decisions. Writing down goals and objectives makes them even more powerful.” Alison Lee – The Creative Collective

Goals VS intentions

Definition - *Intention*

An act or instance of determining mentally upon some action or result.
The end or object intended; purpose.

Definition - *Goal*

The result or achievement toward which effort is directed; aim; end.

Intentions + Goals = Success

Eg. Intention

I will find support for the parts of my business that are overwhelming me so that I can focus on what I do best.

Eg. Goal

Make a list of all the things I do on a daily basis to make my business run. To achieve this, I'll keep a detailed work log for two weeks.

Note: Saying your intentions out loud or displaying them in a prominent position in your office will reinforce your intentions and goals that will bring you success.

Download the worksheet to see this process in action and to try it out for yourself.

Set Reasonable Goals

Break your intentions down, the more you break them down the more achievable your goals become to add up to that big intention.

Eg. Create Task Lists

Purchase notebook and pen

Track tasks include how long each task actually takes

Investigate working with a virtual assistant

What tasks would I give them?

Write myself a Job Description

Which task do I complete that are must happen

Which of those task do I enjoy and which tasks do I not?

Completing each of these tasks is bringing you closer to your goal ✓✓✓

Goals should be your friends, they should excite you and you should look forward to working on them.

SUCCESS - Before you know it you have met your intention and can now source the help that you need.

“Don't let best get in the way of better” – Nicole Balch

Keep Yourself Honest

Dreaming big is important. But being honest about your abilities, and having a realistic time frame in which to accomplish your dreams, are just as important.

Check in with yourself. Does what you're doing feel right?
If the answer is no, it is ok to wipe the slate clean.
If something doesn't feel right do a gut check, and then trust your gut.

Sometimes projects and ideas don't turn out the way we envisioned them. That is O.K. It just means try something different next time. Remember it's your path to choose.

"Be yourself, everyone else is already taken." – Oscar Wilde

Keeping On Course

Lots of opportunities will be heading your way even things you haven't dreamed of yet! Keep in touch with your intentions and stay true to yourself. When an opportunity comes up it is ok to step back from the moment review your intentions and goals.

Ask yourself...
Does it feel right to you?
Where does it fit in your plan?
Is it going to move you forward or distract you?
Will you push something back as you shift things to make room for this new project?

1. BUDDY UP

Find an accountability buddy it does not need to be someone at the same stage as you but they do need to be just as passionate about business and believe in what you are planning to accomplish.

2. KEEP TRACK

Know what and where your goals are. Refer them often.
You can use vision boards, diaries, calendars, online planners or Pinterest boards.
Understand yourself how do you best receive this kind of information? Is it written, verbal (video or voice memo) perhaps visual.

Personal note:

I am a to do list lover! I love a physical list where I can really visually see that I can put a big black line through the task when it is done. In saying that my desk is still covered in post it notes.

3. REMIND YOURSELF

Your creative business is important
You are important
Your intentions and goals are important

4. TAKE ACTION

Take steps. The size of the step does not matter.
Do something every day to make progress towards your goal. Keep in mind that progress no matter how big or small is still progress towards your chosen goal and that big intention.

Resources

Grow your handmade business – Kari Chapman (Available in STUDIO resource library)
Understanding your Why – Simon Sinek (You Tube TEDX talk)
Make your mark: The Creative guide to building a business with impact – Jocelyn K. Gleib (Available in STUDIO resource library)