

Business Skills 360 – Achieving Your Goals (Part 2)

Discussion Questions

1. How do you usually reward yourself for achieving your goals?
2. What are the best ways to motivate employees to try to achieve their goals?
3. What are some good ways to make sure we don't forget about our goals?

Vocabulary

quote – a piece of reported speech or writing; “Jeremy likes to start all his speeches with a familiar quote by a well-known business leader or politician.”

guru – a leader in a particular field; “Warren Buffet, one of the richest men in the world, is a guru in the world of investment.”

visualization / to visualize – a mental technique of focusing on positive images / to form a mental image, especially a positive one; “Howard learned to visualize success in order to motivate himself through the startup phase of his business.”

payoff – a final reward; “Selling your small business can be a challenge, but the payoff can be huge.”

to sustain – if something sustains us, it encourages or supports our ongoing efforts; “The manager keeps a photo of his dream house on his desk to sustain himself through stressful times.”

bonuses – money beyond salary that is given to employees for good work; “Manx Inc. gives large bonuses to its top three salesman every year.”

incentives – special rewards promised to employees for hard work or reaching a goal; “My company offers an excellent incentives program that includes large bonuses and holiday retreats.”

keeping something in mind – if you keep something in mind, you remember it regularly; “Harris encouraged his employees to keep the company mission statement in mind whenever they served customers.”

to post – to put up a sign, note, or picture on a wall; “The foreman posted a list of safety rules on every door in the factory.”

organizational setting – the place or environment of an organization, including businesses; “In an organizational setting, risk is not just considered but studied, assessed, and measured.”

to check in – to investigate casually; to contact someone to find out how things are going; “Bernie checked in on the project manager to find out whether the team would finish on time.”

to shoot for – to have as a goal or aim; “Valerie shoots for a 5% increase in sales every month.”

foolproof – so simple or effective that there is no possibility of mistakes or failure; “Joan felt confident that her sales strategy was foolproof, but the potential client rejected her proposal.”

bumps along the way – difficulties or obstacles in a process or project; “Starting a business is never easy; there are always bumps along the way.”

setbacks – an unexpected change from better to worse; “Despite the setbacks in the construction schedule, the builders finished the bridge on time.”

adversity – difficulty or challenging circumstances; “Many businesses suffered through great adversity when the economy went into recession.”

Transcript

Hi/Hello everyone. I’m Tim Simmons and you’re listening to Business Skills 360. Glad you could join me today for the second part in our look at “achieving your goals.” Today I’m going to talk about how to maintain your focus and motivation while you work toward achieving your goals.

Let me start off with a **quote** from the well-known business **guru** Robert Allen. Allen said: “The future you see is the future you get.” What he is talking about is **visualization**, which is necessary for achieving goals. You have to *visualize* yourself or your organization accomplishing whatever it is you’ve set out to. This is what many professional athletes do before a big competition... they walk through the match and imagine themselves winning. Let me repeat it for you: “The future you see is the future you get.”

This is one way of helping you maintain motivation, but there are others. One other way is through a system of *rewards*. Of course, when you finally reach your goal there is a great **payoff**. That could be a sense of accomplishment, greater profits, better working relationships... whatever your goal is related to. But that great payoff may not be enough to **sustain** you, especially when you’re working toward long-term goals. Remember how I mentioned in the last episode that you need to establish milestones or benchmarks along the way? Now, what you need to do is to attach rewards to those milestones. What kind of rewards? Well, that depends on the type of goal. If it’s a personal goal, you could reward yourself with something fun, like a night out, or by buying something you really want. If it’s an organizational goal, then maybe you need to reward all the people involved. For example, you could throw a party or give **bonuses**. Those rewards and **incentives** will help everyone stay on track and give them something real to look forward to.

Now, visualization and a system of rewards both help people remember that they've set goals. The mistake that many people and organizations make is to set goals and then promptly forget about them. That's wrong. You and your employees or colleagues should be **keeping your goals in mind** whenever you do something. You need to *remind* yourself or your people of goals. This could mean writing them down, **posting** them on the staff room wall, or having regular updates.

In an **organizational setting**, goals may have their own communication plans. If you have set goals that depend on the work of other people, those people should know about it. For example, imagine you are a regional sales manager and decide that you want to increase sales by 15% in the next quarter. Who are you going to tell? Well, the salespeople, of course. You need to let them know that there is a clear, or smart, goal in place and that you want them to work together to achieve it. Then you need to **check in** on their progress, update the entire team, and remind them what they're **shooting for**.

So, do all of these strategies guarantee success? Are these tactics **foolproof**? Of course not. I'm telling you right now that there will be **bumps along the way**. You will experience **setbacks**, and there will be days when the goal appears farther away than the day before. This is normal. A common mistake is to give up on a goal when mistakes are made or problems occur. You need to see these setbacks as opportunities to refocus. Look at what happened. Figure out the reason for the setback, and then you will have improved your chance of success. Failure is not falling down, failure is staying down.

Great. Remember that achieving your goals is a process, not an event. It takes time, energy, motivation, and the ability to deal with **adversity**. It doesn't happen all at once. But if you set good goals, manage them well, find the right time and resources, and maintain motivation and momentum, you'll get there.

That's all for now. If you'd like to learn more or test yourself on today's lesson, check out the myBEonline.com website. You'll find vocabulary explanations, discussion questions, and a quiz. Thanks for listening, and good luck with your goals!

Review

1. Why does Tim use the quote "The future you see is the future you get?"
 - A To explain why goals are important
 - B To show how goals are part of long-term planning
 - C To emphasize the idea of visualization
 - D To show how we must learn from our mistakes
2. Which of the following does Tim say are ways of maintaining motivation?
 - A Bonuses
 - B Communication
 - C Visualization
 - D Setbacks
 - E Rewards
 - F Adversity
 - G Communication
 - H Incentives
3. According to Tim, what is the mistake that many people and organizations make?
 - A They set goals and then forget about them.
 - B They don't set goals.
 - C They think more about the future than the present.
 - D They don't have enough fun.
4. What is NOT something that Tim recommends after communicating goals clearly in an organization?
 - A Checking in on progress
 - B Updating the entire team
 - C Requesting written reports
 - D Reminding people of the goals
5. What does Tim recommend we do when we experience setbacks?
 - A Change our goals
 - B Give up on our goals
 - C Set rewards
 - D Examine the problem
6. Tim says that achieving our goals is a _____, not an event.

Review Answers

1. Why does Tim use the quote "The future you see is the future you get?"
C to emphasize the idea of visualization
2. Which of the following does Tim say are ways of maintaining motivation?
A bonuses
C visualization
E rewards
H incentives
3. According to Tim, what is the mistake that many people and organizations make?
A They set goals and then forget about them.
4. What is NOT something that Tim recommends after communicating goals clearly in an organization?
C requesting written reports
5. What does Tim recommend we do when we experience setbacks?
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6. Tim says that achieving our goals is a _____, not an event.
process

Online Practice

Click the "Launch" button to open the **online practice**:

