

GOALS ARE DREAMS WITH DEADLINES

Robyn Simpson

Do you have everything you want? Are you where you thought you would be at this stage in your life? Are you happy with your lot? No? A contributing factor could be your goals, how you set them, and achieve them... or not.

Several years ago, while discussing an idea I was formulating for a new business with a colleague, two statements were made which, in hindsight, had a profound impact on me.

Firstly, my colleague commented that he didn't like to set goals because if he didn't achieve them he would feel he had failed. His question was, "Why put myself out there to potentially fail?"

Secondly, he referred to me as 'a dreamer,' insinuating that dreaming was a waste of time and unproductive. My immediate response was, "Yes, I'm a dreamer, and I dream with deadlines!"

Let me introduce myself. I'm Robyn Simpson, Founder of www.ChooseTheTude.com, the business I was discussing with that person three years ago. Today, 'Goals are dreams with deadlines' is one of the key 'Tudes I teach people to help them create their desired life. I believe attitudes are the essence of success. That's why I'm an attitude and high performance coach! I love what I do and I love my life. I now live a life of freedom, abundance, balance and joy, having lived for many years with high pressure, stress, and hard work. I live in a beautiful home with uninterrupted sea views, with my partner whom I laugh with daily. I strongly believe people can achieve anything they want if they put their mind to it. We simply need to learn the keys to creating a life that we are truly happy with.

So, what stops us from setting goals and achieving them? What is the difference between those who achieve great things and those who don't? Attitude!

I was astounded by his attitude that dreaming is a waste of time. Ordinary people achieve extraordinary things every day, by dreaming bigger and then taking action to make those dreams a reality.

Attitudes are tiny things that have a huge impact on the results we get – both good and bad. We are powerful creators that attract everything to us, so we are responsible for our perceived failures and our achievements. Our attitude towards failure is our choice. I choose to believe there is no failure - that every experience involves learning, and learning means growth. However, if you choose not to try things because you're afraid of failure, as my colleague was, you will become stagnant and find yourself in a rut. That's okay if that's what you're happy with.

For those who feel they'd like something more out of life, read on.

There are two key concepts in the statement 'Goals are dreams with deadlines' that are crucial in supporting us to create our desired life.

One of the biggest reasons people don't achieve their goals is because they aren't big enough. They're simply not exciting enough for people to want to spend time, energy and resources to achieve them.

The key to setting a really compelling goal is to start by dreaming big. Throw caution and judgment to the wind and let your mind go. Brainstorm all the things you'd love to achieve. Write them down in a notebook and don't discount or judge any of your dreams. Don't worry about how you are going to achieve them, or what other people might think – go for gold! This is your opportunity to dream BIG!

While you're in a creative state of mind, list lots of things with no limitations. If you don't know where to start, simply write anything. Once you begin writing that will allow other thoughts to flow into your mind. The key is to make a start. Ignore any little voices that may say 'You can't possibly achieve that,' or 'You don't deserve that,' or 'You're too old to do that.' There is no right or wrong in this process.

Once you've got a list of at least 10 things, put a star next to the ones that really excite you. It doesn't matter if you don't know how on

earth you're going to achieve them; what matters at this stage is how passionate you are about the possibility of achieving that outcome. If none of your goals are really exciting, create new ones!

Once you've identified a really compelling and motivating goal, write it down and give it a timeframe. A dream becomes a goal when you set a deadline. Until then, it is merely an illusive idea that floats around in your mind - there is nothing concrete to it. Once you write it down and give it a timeframe, it suddenly becomes real.

The purpose of a deadline is to give the goal a boundary of time, which can then be structured into an action plan. There is a 15 step process to setting and achieving goals that has been proven to work no matter what the goal is. Unfortunately I don't have enough space here to go through the full 15 steps, but here are the first two to get you started:

1. Dream big – go for what really inspires you.
2. Write a SMARTER goal (Specific, Measurable, Achievable, Realistic, Time-bound, Exciting and Rewarding).

Attitudes are the essence of success, and there are different attitudes to support you at each stage of the process. Already, you can see that choosing a creative, positive and open attitude will help you to complete this exercise easily and effectively, helping you get started towards achieving your goal. Someone who chooses an unsupportive, negative attitude will struggle to come up with any motivating or exciting ideas, and so have sabotaged their success from the start.

I'd like to share with you some tips to help you choose your 'Tude well:

The most important concept to grasp is that you are responsible for your attitude – good or bad. Until you take full responsibility for your 'Tudes, you will struggle with blame, denial and victim behavior, which will impede your progress.

Attitudes are contagious – pass a great one on, and choose to be around other people with great 'Tudes.

Attitudes are abundant – they never run out, so you can choose as many as you like, as often as you like, and pass them on with reckless abandon.

Attitudes reflect what's really going on inside a person. More about this in my next book *Choose Your 'Tude, Choose Your Life – Powerful Ways to Turn Your Dreams Into Reality*.

Consciously choose a supportive and empowering 'Tude every morning.

Give yourself constant reminders to choose positive 'Tudes throughout the day.

It's not about age – it's about attitude!

Attitudes are the essence of success – it's your choice.

Remember - if you choose to believe you can achieve anything, then it is true. If you choose not to, that also is true. I believe you can achieve anything you can dream, no matter how big it is (and the bigger the better, because you'll be motivated to achieve it). Take a moment now to imagine how it feels when you've achieved your goal - your dream with a deadline, and live your abundant life.

Robyn Simpson is an Attitude/High Performance Coach, Entrepreneur and Founder of Choose the 'Tude, an online Motivational Resource Centre. Robyn works with clients to facilitate the creation of their desired lives, how to manifest their goals and works with business groups to improve attitude and culture. Visit www.ChooseTheTude.com/page/inspired-spirit-bonuses/default.asp for your free gifts: Choose-day Inspiration, 'Tude Talk newsletter, 'Today I Choose...' inspirational download and a Goals Audio download.

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