

# 5



## CRITICALLY IMPORTANT STRATEGIES TO ACHIEVE YOUR GOALS



### 1. SET A FEW AMBITIOUS GOALS

*Two common pitfalls:*

**SANDBAGGING YOUR DREAMS TO SAVE FACE** - "The harder the goal the higher the level of performance...although subjects with very hard goals reached their goals far less often than subjects with very easy goals. The former consistently performed at a higher level." -Dr. Edwin Locke

**UNDISCIPLINED AMBITION** - This can lead individuals to try to focus on everything, and therefore they focus on nothing. This is an easy trap to fall into given that Realtors wear many hats.



### 2. CLEARLY DEFINE YOUR GOALS IN WRITING

A two-year Deloitte study found that no factor has more impact on performance than "clearly defined goals that are written down and shared freely." Many hide behind the facade of making things overly complex to insulate themselves from working harder. Instead, establish clear, specific objectives, strategies, and contingency plans.

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### 3. MEASURE WHAT MATTERS

Whatever goals you set, be sure they allow for clear measurement. No objective should be too opaque to measure progress. All goals should be time bound. Track each goal monthly with a finite number reflecting your progress.



### 4. PURSUE YOUR GOALS WITH AN ACCOUNTABILITY PARTNER

The greatest plan is nothing without an equal level of execution. A study by Dr. Gail Matthews found that more than 76% of the participants who sent weekly updates to a friend reported successful goal achievement, compared to 43% who kept their goals to themselves. Time block monthly check-ins to assess and perform a gap analysis. Then, share that with an accountability partner.



### 5. ASSESS YOUR PROGRESS ON A MONTHLY BASIS AT A MINIMUM

Harvard Business Review found that revisiting goals quarterly achieved 3x greater improvement in performance than those that revisited goals yearly. For best results, goals should be assessed and scored at least on a monthly basis. Google still requires monthly assessments.



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