

ExecTech Management Consulting

The Practice Owner's Guide to Setting Goals

Did you know that you have barely scratched the surface of what you can accomplish in your practice and in your life?

Are you aware of the fact that you can dramatically improve your performance, your speed of accomplishment and your level of success?

How?

By setting new goals for yourself, you are taking the first step toward extraordinary success.

The objective of this guideline is to help you set 10 fantastic goals. Of course, setting 5 goals or 20 goals is equally useful. Yet 10 goals will adequately cover every aspect of your life and give you more than enough to do.

Each of the following goal-setting questions is designed to help you find your most interesting and exciting goals. This excitement is essential to your success. Without the excitement, a goal is just a few words.

Any of these goal-setting questions may bring a goal to the surface. You may find all the goals you need within a few minutes or you may need to cycle through the list several times.

As soon as you feel cheerful or enthusiastic about your goals, you have accomplished the purpose of this guideline. You should then plan your strategy for accomplishing them.

Note: If you cannot find any goals that interest or excite you, you have a problem. You need to make significant changes to your current circumstances before planning the future. Identifying and making those necessary changes is time very well spent.

Step One

First, make a huge list of every conceivable goal. Go for quantity, not quality. Don't worry how you will accomplish the goals, just write them down by following these steps.

1. Make a list of all your current goals, even if they aren't very exciting.

Examples: "Pay off my mortgage." "Finish landscaping the yard." "Build a stress-free practice."

2. List any goals you have given up on, for whatever reason.

For example, "Build the largest practice in the state." "Become a Park Ranger." "Produce \$1 million per year."

3. Make a list of everything you want out of life. Make a complete list, even if you know you'll never get it or shouldn't want it.

Examples: "Visit every major country on earth." "Change careers." "Adopt ten children."

4. List everything you want to be in life.

Examples: "Become a teacher." "Be the top _____ in the USA." "Be a genius."

5. List everything you want to do in life.

Examples: "Produce an average of \$5,000 in services per day." "Run a five-minute mile." "Discover a cure for diabetes."

6. List everything you want to have in life.

Examples: "Buy a new Mercedes." "Own an island." "Give a house to my daughter."

7. Write down your dreams, even if they are unrealistic.

Examples: "Open a practice in Bali." "Retire next year." "Get a black belt in karate."

8. Consider people you admire and respect. Write down goals to meet and exceed their accomplishments.

For instance, "Become president of my association." "Create and sell five practices." "Help all my children graduate from Harvard."

9. Write down goals you've never had, but would really enjoy.

For example, sailing around the world, having 100 grandchildren, owning an ocean-view mansion, working one hour per day, buying a plantation in Tahiti, retiring tomorrow or whatever.

10. Write down everything you want to accomplish before you die. Consider all categories: personal, professional, family, religious, political, financial and so on.

11. Add goals that include dramatic breakthroughs. Instead of gradual progress, consider double or triple or quadruple improvements.

For example, "Crack open my marketing to triple the new patients." "Open a second office this year." "Hire three associates."

12. Add goals that other's have accomplished that you wish you could do as well.

Examples, "Make an important technical discovery." "Build a new office building." "Write a book on _____."

13. Write down goals that you would love to accomplish, if you had new skills. In other words, don't limit yourself to what you currently do well.

Examples: "Write a movie script." "Form a huge partnership with several specialists." "Design the perfect office space."

14. Find and add goals that you want to accomplish by considering all areas of life.

Personal improvement

Health

Groups

Volunteer

Relationships

Technical

Contribution

Business

Discovery

Power

Financial

Connections

Religious

Society

Mankind

Opportunities

Freedoms

Physical

Mental

Spiritual

Experiences

Education

Marriage

Children

Grandchildren

Professional

Career

Hobbies

Artistic

Fame

Environment

Property

Political

Legacy

Travel

Retirement

Possessions

Skills

Leadership

Friendships

Service

Fun

15. Add goals you would go for if your success was guaranteed. If you had no doubts about your abilities. If you had convincing proof you could accomplish whatever you wanted, what would you want?

Examples: "Run for State Congress." "Start a completely different practice." "Grow award-winning grapes."

16. What if you could start all over again? Write down what you might do instead.

Examples: "Go to law school." "Buy the largest practice on the market." "Write practice-management software."

17. List everything that gets you excited or passionate. Translate this source of excitement into a goal.

Examples: "Do a perfect job with hundreds of patients." "Help dozens of staff members lead happier lives." "Build a 20-foot sail boat."

18. Don't just push the envelope, break it open. Extraordinary success starts with absurd and ridiculous goals.

Let your imagination fly. Add some crazy, unbelievable goals.

Step Two

Next, remove all negative goals.

1. Goals that are self-destructive.

Examples: "Sleep with a different person every night for a year." "Earn enough to gamble and drink full time." "Eat twice as much junk food."

2. Goals that are based on evil intentions or revenge.

For example, "Sue my former partner for everything he owns." "Run all other doctors out of town." "Destroy the reputations of my former spouses."

3. Goals that involve something for nothing.

For example, "Win the lottery." "Find a new system for cheating insurance companies." "Inherit a castle."

Step Three

Boil down all remaining goals to around 10 finalists. Combine similar goals or smaller goals into one larger goal. Drop any that just don't fit what you want from life.

Organize these goals based on priority with the most important goals at the top.

The best goals are those that arouse the most passion in you.

The best goals not only get you excited, they get others excited as well. Most goals require support from others.

The best goals solve the most number of problems. They turn problems shared by you and others into opportunities.

The most exciting goals not only include significant challenges, they include a possibility of success. If you are convinced a goal is impossible, you won't feel passion for it.

The best goals are often the biggest goals, the long-term goals or goals that help the greatest number of people and areas of life.

Step Four

Play around with the goal wordings until they clearly and completely state exactly what you want to accomplish.

For example, “Get as much money as possible” is so broad it includes good quality work as well as cheating and stealing. “Earn one million per year” is more specific and focused.

If one of your final goals doesn’t interest or excite you, make it bigger or more specific.

For example, change “Become financially secure” to “Earn enough money to pay off all debts this year and save \$30,000 per year thereafter while enjoying a significantly higher standard of living.”

Set at least one goal that will have an effect well beyond your lifetime. For example, effects you create through your children, your practice, your discoveries, your creations or whatever.

Finalize your goal wordings so each one gives you a lift of interest and excitement.

Put the final version of your goals in a place where you can review them every week.

Step Five

Work out plans or steps required to accomplish each goal with these ten tips.

1. Set target dates for the goal and target dates for the major steps toward the goals.
2. Line up your life so everything you do is moving you toward the accomplishment of these goals.
3. Focus on the end results. Think about them often. Make them the center of your life.
4. Reduce and eliminate activities that do not align to your goals. Why bother?
5. Find the lessons in any mistakes, losses or failures along the way. Use what you learn to move forward with more intelligence.
6. Disagree with anything that gets in your road, especially “I can’t,” “It’s too hard” and “but.”
7. Enjoy the game. Your odds of success are greater if you are not too serious. When you lighten up, you have more energy, more intelligence and more endurance.
8. Consider fear your enemy. Take great satisfaction from sticking out your neck. Go for the win despite all reasons you should not.
9. Whenever you feel depressed, confused or unsatisfied with what you are doing, do three things that move you closer to one or more of your goals.
10. Get assistance and support from the best people you can find. Like using a car instead of a bicycle, a good advisor helps you reach your destinations much faster.

And the most important, most valuable and most powerful piece of goals advice of all time:
Persist!

As Winston Churchill advised an Oxford graduating class, “Never give up. Never give up. Never give up. Never, never, never, never, never.”

Additional Assistance

We, at ExecTech, will be happy to help you set and achieve your goals.

To learn more, go to www.exectechweb.com or contact the office nearest you.

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