



Top Practices Goal Setting System

First: Get Organized and Write it all Down

Most of us have too much to do. Our "to do" list both professional and personal is overwhelming. The truth is we simply don't do very much on that list – ever. We are just keeping our nose above water so that we don't drown. We never get to the important but not urgent (no obvious fires burning) items on our list that actually matter. We are stressed out, racked with guilt, and drowning in a sea of obligations and work. Each item on your "to do" list occasionally pops into your conscious mind and screams "you have to complete me!" and then recedes back into the tar pit of things not yet done, threatening to pull you under. And then another thing pops up, yells at you, stresses you worse, and then recedes. It's no way to live, and yet it is the way most of us are living. Our fabulous devices have only made this much, much worse. And many of the books that address our stressful modern lives are focusing on teaching us how to manage our technology and to stop have it manage us.

Step One in our system is to first write it all down

- Make a 3 hour appointment with yourself that you won't break and write down absolutely everything you have on your giant "to do" list. EVERYTHING. This includes things like clean out the garage or basement. Date my spouse. Spend more time with my children, plan our vacation, fix my EHR, fire an employee, get your marketing working really well, and on and on. Write it ALL down. Think of everything and anything you are not getting done.
- Rank every item on that list as either a 1, 2, or 3. 1 means this is really important and if I could get this done in the next 12 Weeks it would have enormous gain for me. 2 means this is on the list but it's just not as important as the 1's are. And 3 means it's on the list but not at the top.

- Take all the 2's and 3's and remove them from the list. Keep them on a "to do" list, but separate them from the 1's.
- Now, if you are like most people, you will still have too many 1's. So do this again with the remaining 1's. Which items on your list are TRULY 1's of 1's? 2's and 3's? Be Ruthless. You need to get your 1's list to no more than 15 items.
- Take these 2's and 3's and put them on top of the other 2's and 3's. Save this list because you will want to have a place where all of your "to do's" are saved—not just floating around in your head interfering with your sleep at night.
- Look at the 1's that are left. These should be the most important items on your lengthy list. You have just done what Gary Keller, the author of The One Thing calls taking your "could do" list and creating your "should do" list. With a shorter list of things you really should be doing you can now begin to focus and prioritize.
- Rank this list 1,2,3,4,5,6,7,.....and so on. In true order of importance.
- After you have this ranked, let it sit for 24 hours. Look at it again and agree that it is the correct order. If yes, then pick number one, number two, and number three and get them done.
- Focus like a laser beam on these projects for the next 12 Weeks. Get help. Invest in tools or companies or employees. Get a top trusted employee (at least) working on it with you. RESOLVE to accomplish this task and to ensure that a system is in place to keep it fixed.
- In 12 Weeks when these are done—look at your list and pick the next two most important tasks and get them done as well.
- If you do this, 12 months from now you will have the top 8-12 accomplished and you will have transformed your life. You will get 90% of the gain you were looking for from the top 10 "should do's" You won't really care about the other 140 items on your list -and the truth is you weren't going to do them anyway. Keep attacking your list and do it all over again.
- I call this my Deceptively Simple Yet Extremely Powerful Tool for getting Organized. Try it—it truly works. Write your top three goals for the next 12 Weeks on the next page.



Name:

Today's Date:

12 Weeks Date:

My Top THREE GOALS for the next 12 Weeks

1.

2.

3.

Be as specific as possible. How will you measure this to know you've accomplished it? When is it to be completed? **I've learned from Dave Frees to add these two phrases to every goal you create: or more....or sooner. If you write a goal for instance to build your revenues to 2M in 2016. You should write – to generate 2M in revenue by December 31, 2016 or sooner. It creates a different way for you and your subconscious mind to see your goals—bigger and quicker.**

