

WHY DON'T GOALS WORK?

Original Article is featured in the 'International Journal of Sales Transformation' 2019 / ISSUE 5.1 / ISSN 2058-7341



To listen to this webinar, visit:

<https://sbrconsulting.com/resources/goals-dont-work/>

Why don't goals work? That's a question many of us ask when we fail to achieve them.



ABOUT STUART LOTHINGTON

Stuart Lothington has been a senior partner at global sales performance consultancy SBR Consulting for more than 13 years. He has personally worked and consulted with more than 200 client organisations from Google, Facebook and Expedia to mid-size companies and SMEs across 15 different countries. He recently completed a psychology degree.

Stuart Lothington, a senior partner at global sales performance specialist SBR Consulting, offered some answers during a recent APS webinar. Lothington has himself achieved some extreme goals, having trekked to the North Pole and participated in ironman competitions, ultra-distance cycling, running and skiing events, despite having done no competitive sport at school. Goals need:

- A combination of SKILL and WILL;
- An EMOTIONAL as well as a logical component; and
- To STRETCH YOU but must not be so unrealistic as to create panic.

SEVEN STEPS for EFFECTIVE GOAL-SETTING:

1. Set your own goal – make it specific, write it down, and set a completion date.
2. Establish the “pay value” or “towards motivation” for achieving the goal (i.e., what motivates you to achieve it).
3. Identify the pain you will have to endure for not achieving the goal – the so-called “away motivation”.
4. List the major obstacles you need to overcome as well as your potential rationalisations (“rational lies”) for not surmounting them.
5. Identify the skills and knowledge you need (and ask others if you don't know what they are).
6. Note any habits you will have to change.
7. Create a plan of action and set milestone dates – write a schedule (taking into account past data to factor in such things as seasonal variation).