

Goal-Setting Masterclass

How to Set and Achieve Meaningful Business Goals



Course Book

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Introduction

Have you ever tried to get to a destination without a roadmap or directions?

You can make all the preparations you want, but if you haven't planned your trip or entered an address into the GPS, then you'll drive around aimlessly, making unplanned stops, hitting dead ends, retracing your steps, unsure of when or how you'll arrive. You will continuously expend energy with little to show for it, becoming increasingly frustrated and upset. You might even contemplate canceling the entire journey. It's obvious; you aren't getting anywhere because you don't know where you're headed.

Transfer this to a business context and it's sure to feel familiar.

If you're an entrepreneur or a business owner, you have to plug in the destination and pick your directions. It's you who drives the business. Even if you work with a team, they rely on you to provide enthusiasm and inspiration. You are the one who sets measurable targets and expectations, fires up performance, and holds people accountable. That is what's required to realize your vision.

You also need a powerful way to set the specific goals that will help you get there. Define precisely what you want to achieve, and you'll know where you need to focus your attention. Spell out the action steps that ultimately lead to your desired objective and you'll steer clear of any distractions on the route.

In this course, you'll learn a step-by-step process to set achievable goals. You'll then learn how to break down your goals into manageable tasks and action steps that clearly set out a path for you to follow. By the end of the course, you'll feel confident in your goal-setting abilities and ready to take your business to the next level of success.

Here is your roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Face the challenges of goal-setting head on and set goals that positively impact your business and inspire you to act
- Apply the goal-setting fundamentals that bring impact, power, and practicality to your process
- Use the proven SMART goal-setting model to ensure you write clearly defined and achievable goals
- Implement a time-limited goal-setting model that will show significant results in three months

- Break down each goal into the tasks and subtasks you need to perform to achieve that goal in the timeframe you set
- Identify the action steps for completing each task so you know exactly what you need to add to your daily schedule, staying focused on your goals
- Adopt game-changing goal-setting best practices that will get results for your business
- Consolidate and implement your learning and plan future action steps so you can fulfill the expectations you set for this course

This course is broken down into 4 major modules and individual lessons to take you step-by-step through the ways to set and achieve meaningful business goals.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Set Goals for Success

Most people understand the value of having short-term and long-term goals, but for some reason, they are unable to move forward. They set goals, but due dates and deadlines pass them by. Little progress is made, and they don't feel any closer to achieving what they set out to do. Does this feel familiar?

Challenges People Face with Goal Setting

Let's start by looking at some of the reasons people set goals but are unable to achieve them:



- Their goals are too broad and lack specific parameters
- Their time frames are unreasonable and expectations unrealistic
- They lack the motivation to follow through with task completion

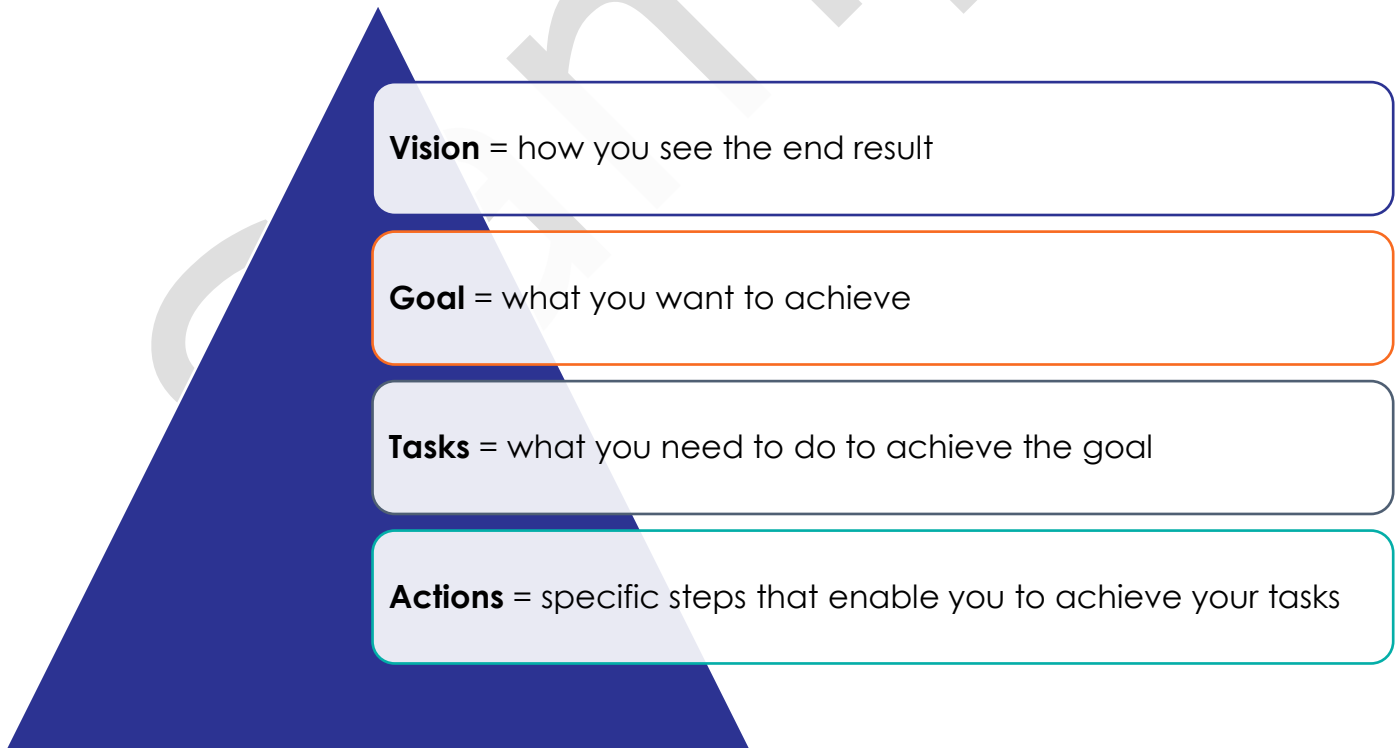
- They don't take enough action once goals are made
- They lack accountability from an outside source to keep them on track

You may see yourself in some of the above statements and have experienced similar difficulties with achieving goals in the past. That's all about to change.

Your Pyramid of Achievement

As a business owner, you'll be familiar with setting goals to achieve your business targets. But these goals aren't set in a vacuum. They're part of a wider business context which drives you towards success.

Think of it like a pyramid:



ATTENTION:

This is only an excerpt from our full course **Goal-Setting Masterclass**. The full, customizable course contains 4 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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