



**READY,
SET,
GOAL!**

BY JANICE HOFFMANN

READY, SET, GOAL!



Everybody can have ideas. But to implement and to move something forward, you need enormous discipline and gifts in many areas. ~ Christo

One of the absolute best and most successful methods for dream catching is to turn your “in the meantime and someday maybe” ideas into scrappy projects and rough drafts. According to Tom Peters, “father of the post-modern-corporation”, the time between the glimmer of an idea and a one-sixteenth-baked test should be that of a scant five days.

Regardless of how giant your vision, start by singling out ONE small goal, ONE power move, or ONE desired outcome.

Each small win is a catalyst, a key to having a seriously cool track record, and a giant necessary leap from gleam in your eyes to dirt under your nails – plus it’s the most interesting, effective way to ward off the diminishing and demoralizing return of the never-ending to-do list. Use this method to chip away at a bigger project and to get your mind off huge.

HOW TO **START**

TAKE ONE (SMALL) GOAL, START IT ON MONDAY AND HAVE IT DONE BY FRIDAY. DO THIS FOR 30 DAYS.

And if you feel like you've hit a wall or you don't identify as a goal-setter, focus on your strengths and engage in something that you're good at and love doing. Turn your sole intention for one week into an energetic and meaningful exploration and not a get-it-done or a get-it-over-with destination.

HERE'S A RANDOM LIST OF IDEAS THAT CAN TURN GRIDLOCK (OF ANY FLAVOR) INTO A PURPOSEFUL AND FUN ADVENTURE.

ONE

Writers block be gone. Write In's are part social and part literary. You write. You share. You mingle.

TWO

See it another way. National Geographic introduces us to C-Boy and the Serengeti Lions, exotic marriage rituals, the worlds biggest pig + stunning shots of the solar eclipse of the sun.

THREE

Power up with a delicious green smoothie: your healthy adventure starts here.

FOUR

Traipse on over to a nearby park and learn to identify a feathered friend by its bird song and an indigenous tree by its leaves.

FIVE

Come Sunday, explore your spirituality in a house of worship that embraces all saints and sinners.

SIX

Attend a theatrical rehearsal (of any kind) and watch the performers throw caution to the wind.

SEVEN

Next-time you think about sharing a quote or rushing off a late night post on social media – consider sending a handwritten note to an old friend, (high freaking five for including a photo).

EIGHT

Surround yourself with beauty. Bring order to your books. Color-coded libraries are all the rage.

NINE

Create a walking tour of a favorite region or neighborhood. Take pictures, draw maps, include local stories, and then invite along some pals.

TEN

Scramble the eggs. Butter the toast. Pour the coffee. Take the plates – sit – pause + eat.

HOW TO “MINI”-MIZE

IF ALL ELSE FAILS, INTRODUCE A MINI HABIT, AN INCREMENTAL STEP, OR A 5-MINUTE ROUTINE.

Keep it short and sweet:

- » One task at a time
- » One lap
- » One push up
- » One real connection
- » One phone call
- » One veggie meal
- » One fruit shake
- » One rough draft
- » One run through

Fifty words written, fifty words read, five dollars saved.

And if you're really motivated, throw in a few bonus rounds. It's really too small to fail.

HOW TO **STOP STOPPING**

THE FASTEST WAY TO SHORT-CIRCUIT A GOAL AND BRING EVERYTHING TO A CREATIVE HALT IS TO SAY ONE THING BUT DO ANOTHER.

Here are some common obstacles:

- » No schedule
- » Stuck in planning mode
- » Talking too much about the goal
- » Lack of structure (see below)
- » Unwillingness to experiment or try new things
- » Waiting to start
- » Multi-tasking, information overload, and distractions like Facebook, email, and online videos.
- » “If only”... it were colder, hotter, easier, less dull, more interesting. “If only”... I had more time, money, energy ...

You name it – it’s been used before.

Get super clear about the excuses you use and make a list of what’s slowing you down. Okay, now what do you plan to do about it?

1. _____
2. _____
3. _____

(always have three options)

HOW TO **STRETCH**

The beauty of working with a small singular goal is that there's always room for leaping, which is about three times bigger than any incremental effort. Just when you reach the point of done, it's worth looking one last time for additional steps to take.

Make a list of five to ten steps that will help you reach 110% of the goal. Think of it as a stretch and as something that keeps you interested in the game. Here are three innovative ways to look at it:

MORE: Magnify.

Introduce a whole new possibility: Enter unfamiliar territory.

Raise a standard and improve something.

Environmental Artist, Christo: Even before the chance to fully escape came into view, I had already decided that I was never going to go back to Bulgaria. I was going to stay in Prague. I was young, like 21 years old, and when you're young and you discover the relatively small freedom of the Western art in Czechoslovakia and Prague in the late '50s, suddenly you dream of going to Paris. And this is how the stage was set for me to go out and explore new territory.

LESS: The absence of.

Decline to do something; also known as, "just say no".

Subtraction. Take something away. When it's gone will it disrupt the whole?

Filmmaker, Werner Herzog: I am capable of producing huge films for a fraction of the money that Hollywood would spend. A big epic film like *Aguirre, the Wrath of God*, if Hollywood started to contemplate this film, they wouldn't think under 50 million dollars. That is the scope; no one would dare to touch it. However, the grand total budget of the film was 360,000 dollars, at the time in 1970. Let's just say that today it would cost, say 700 or 800 thousand dollars.

DIFFERENT: Rearrange.

Change up your routine. Work with unusual materials, a special collaborator, or a new source of inspiration.

Experiment. Ask what would happen if the opposite were true.

Avante-Garde Theater Director, Robert Wilson: Sometimes you think, “What should I not do?” And then you do that.

HOW TO ENGAGE FULLY

ADD MORE STRUCTURE

An Accountability Partner. A Coach. A Playmate. A Personal Trainer. A Collaborator. Find your collective genius. Invite them to play. Hire them. Mentor, observe and spy on them, and whenever possible, celebrate and thank them profusely.

A Visual Display. The best are interactive and updated often. Use a chart, a fill-in-the-blank graph, or a symbol that encourages you to love and stay with it.

A Goal. When the right goal is identified, motivation is automatic.

A Wow Project. Does it make you smile? Does it give you something to brag about? Does it transform your world? And does it take your breath away? Yep. It’s that big.

A Checklist. Make a short daily checklist, three to five items only. The wording should be simple and the list should fit on one page.

A Daily, Weekly, or Monthly Theme. This is a reminder of what you’re doing, where you’re going, why you are doing it, and what to look out for.

A Source of High Energy. Upgrade your energy and watch your life unfold with less effort.

A Source of Inspiration. Let it in. Find something that pulls you forward.

A Consequence. What's the cause and effect? Does it make you feel incredible? Will it create more opportunities? What comes after?

A Problem. Tolerations, frustrations, and dissatisfaction can be the mother of many goals. Break down a task around small problems to be solved within one or two weeks.

A Game. Name three games in life that you've gotten better at. What's another one you might like to start playing now?

A System. Are you set up for expansion or for contraction? What tricks do you use to make yourself more productive and more creative?

A Promise or a Deadline. A declaration or assurance that one will do a particular thing and that thing will be done by a certain time.

A Routine. Daily, weekly, and monthly actions followed to support your goals.

A Ritual. A series of deeply meaningful acts regularly repeated in a precise way.

An Assignment. Also known as sticking to your plan. This directs the energy toward your big dream and leads to completion.

And anything else that directs causes or supports you in the direction of your goal.

HOW TO STAY WITH IT

1. Determine what structures are needed.
2. Multiply by two.
3. Implement the structure and give the structure a structure.

GLOSSARY

A GOAL – What do you want to happen? How will you know when it has?

A WOW PROJECT – Avoid the status quo. Take something crappy and turn it into wow.

SMALL STEPS - Think improvements. What would take you a small step higher? List one to two action steps to take in the next hour and over the next couple of days.

THE INNER GAME – The inner game is light and playful and takes place within the mind of the player and is played against such obstacles as fear, limiting thoughts, and assumptions.

THE OUTER GAME – Be it your personal style or the physical landscape, all environments can be primed and upgraded to help you play a bigger and more inspiring game.

CREATE A QUICK WIN - What single action can be repeated? Perhaps you're working on a 30-day yoga practice and you start each day with a series of sun salutations. Or you're practicing 30 days of extreme self-care and you've decided to eat five fruits & vegetables everyday. Repetition is the winning streak.

DOUBLE YOUR GOAL - What massive action can make it a 10? Anything can be doubled. If you're drinking one glass of water a day, increase it by two. Up it to eight, that's super-size and can transform the entire experience.

PLUG THE HOLES - What's slowing you down? What task, routine, or problem is frustrating you and causing you stops and starts? List 1-2 items; now what do you plan to do about it? Always have (3) options.

UPGRADE THE ENERGY - List two to three daily habits that will make this project easier and more fun. Include:

A daily routine
A promise

A consequence
A source of inspiration

ANCHOR - Anchor's keep you connected to your original impulse.
Use visual displays and checklists to stay focused and motivated.
Explore daily, weekly, and monthly themes to remind you where you want to go.
Recruit accountability partners and buddies to help you play at your best.

SAVOR - Slow down your pace. Be mindful. Pay attention to your breathing.
Take pleasure and delight in all of your senses.

WHAT ELSE? Solution focus is about finding what works for you. Sometimes you make the discovery by looking inward. Other times you turn outward for experiences and resources that urge you to practice and play deeply.

Your choice.

NOTES & THOUGHTS

THE END!

HELLO! I'm certified in Positive Psychology and as a Master life Coach. I help artists, actors, makers + seekers start and finish amazing projects and world premiere them face to face. www.successissweetest.com