

CRAFT A RADICALLY COOL GOAL #POW!

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A Wow Project invites us to show up at our very best and engage in something valuable and consequential. Are you doing great work? Are you fulfilled? And what comfort zones (habits, routines, assumptions, and indulgences) are getting in the way of you entering new and meaningful territory?

Here are 9 steps to help you go beyond your regular way of doing things. You can go in order. Skip. Pick one. Pick another. Or use them all at once.

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.

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1. NAME YOUR WOW PROJECT

Naming a project gives you a strong sense of purpose and direction. And the dignity of a name makes it easier to tell the world what you're up to and helps to bring it out into the open.

2. TAKE SOMETHING BIG (Abstract and DULL) AND MAKE IT SMALL (Easy and Manageable.)

Perhaps that's one of its single biggest and best assets. With small projects you don't need permission. It can be tested again and again and kept under cover without notice. Small gives you flexibility. Small is affordable. And small lets you push an idea to the edge and re-imagine dull and tedious into something that actually makes a difference. Score some small wins and get some quick learning under your belt. Bottom line, you don't need an OFFICIALLY BIG project to attack a very big and real opportunity.

- a. Use the 80/20 Rule: On a list of 10 goals, 2 of those things, are worth as much or more than all 8 put together.
- b. Always be on the look out for small cool examples: Vending machines, Food-cart pods in Portland, Micro-lending, and the explosion of podcasts and web-series.

3. GOAL VITAMIN

Focus on actions not results. Forget 'take it easy' as a strategy. Give yourself something to brag about.

- a. What single daily action (SDA) 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 1 fruit & 1 vegetable everyday. Repetition is the winning streak. You can build on this daily.
- c. How can you double your goal? Anything can be doubled. If you're drinking one glass of water a day, increase it by two.
- d. How can you SUPERSIZE your project? On a scale of 1- 10 what massive action would make it a 10! Go ahead up your water intake to eight glasses a day. That's super-size and will transform the entire experience.

4. UPGRADE The Environment of The Goal

A well-designed 'environment' will do 90% of the work for you. Environments come in all shapes and flavors. (Think: nature, spiritual, financial, community, relationships, self-care, physical, family, business, cultural ideas and memes.) Upgrading and refining just one environment and abandoning all non-essential struggles leaves a lot more room for evolution. Will Power: "I can do it. I am determined to reach my goal" has a limited capacity but Way Power "this is my plan and here are a variety of ways to get stuff done" plays an appealing part in jumpstarting and moving a goal forward.

5. Suppose The Opposite Were True

This question makes room for the exception. Do you need 1000 followers? Do you even need to be on social media? Does it actually take 21 days to make a new habit? Maybe that shiny new object is actually a decoy. And suppose tension and not consensus cultivates deep understanding? Keep challenging your assumptions and any facts with no real proof.

6. Cultivate Optimism

Each week aim to accomplish 3 Quick Wins; a task that you can do today, tomorrow, and the next day. On a small scale do something radical or experimental. Bold action gives you something to brag about, something to share, and helps the game to take on a life of its own.

7. Recruit a Playmate

Delegate or use the Buddy System. Who can help? Find a playmate, a partner or a helping hand. Scout out eager change agents and renegades.

8. SCOPE OF WORK

Also known as the recognition project. The next step has to be public. In the spirit of WOW (something that makes you smile and takes your breath away,) speaking about your seriously cool idea to at least one to three new people every week is the first step and the beginning of shaping a fan base and building a like-minded community.

9. Have some kind of evidence of your WOW PROJECT!

Create little demos; make rough drafts, photo-projects, and prototypes. Tell stories. Give out prizes; celebrate new clients and small streams of incomes. Throw a dinner party or give a workshop. You name it 'evidence' comes in all types of packages. Piece together the results of your actions. Design and display several of your milestones and goals. Now you've got a PORTFOLIO OF WOW!

End game: Keep trying. Try, try again – and prototype, prototype, prototype. Your track record sends the signal that "you're up to something BIG". Kapow!