

COACH *Notes*



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Newsletter

The Art of the Goal: Part 2 Aligning with Identity and Values

“Begin with the end in mind.” –Stephen Covey

When you look at your life, there are so many goals you could pursue. Before you can set meaningful goals for yourself, you need to know where you want to go. If you clearly understand where you want to be, you can make sure your actions bring you closer to that place each and every day.

Corporations spend billions every year on strategic planning. They align their business goals and operations with their mission and values - their core reasons for being in business.

Executives also involve themselves in similar planning sessions with their executive coaches. They examine their strengths and weaknesses with their coach, they look at their career and personal goals, and make strategic decisions about where and how to spend their time and energy.

Life coaches do the same thing with individuals. They explore and clarify with you your identity, your values, and your true purpose in life. How can you know what you need to do, where you need to spend your time and energy, if you don't know what is most important to you?

This is difficult and important work. It is hard to do alone. Taking the time to make personal definitions for yourself will make the process of goal setting and staying on track much easier.

Regardless of whether your goals are to finish a college degree, get a better job, buy a home, or lose weight, the process is the same.

The goals you set must be consistent with your identity if you want to sustain motivation over time.

UNLIMITED POTENTIAL



**HERDLINGER
ASSOCIATES**

“Turning potential into performance”

Dreamers Welcome

At Herdlinger Associates, I encourage people to dream. And the positive results have been astounding!

When individuals pursue their dreams, their lives percolate with purpose, passion, success, and fulfillment.

As a coach, I don't try to make my clients' dreams come true. That's their privilege...and responsibility.

My role – and my joy – is to stand by their side to encourage, guide, challenge, and cheer them on.

Are your dreams big enough? Let me help you unleash your potential and accomplish more than you ever dreamed possible.

...David Herdlinger

HERDLINGER ASSOCIATES has helped thousands of professionals at all levels in all types of organizations achieve extraordinary success and satisfaction.

We serve clients in North America, Europe, and Asia, ranging in size from individuals and very small businesses to corporations with annual sales in excess of \$40 billion.

Learn more about HerdlingerAssociates at our website:

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Here are three essential elements you must consider before writing down your goals:

1. Examine your identity: Quite simply, who are you? Self-awareness is so important that this one feature will do more for your success in life than any other social competency.

If you know yourself well, you can choose a path aligned with your strengths and weaknesses. You will not get distracted by people, places and things that are not congruent with your true self.

How do you improve your self-awareness? Through working with your coach, doing assessments, examining your attitude, your passions, your self-image, examining your assumptions and beliefs, and being willing to ask for and receive feedback.

Avoid defining yourself in terms of external things (job titles, education, family roles, etc.) and look at your personal integrity, ethics, and things that are important to you.

Here are some questions to ask yourself to gain clarity about your identity:

- When am I most proud of?*
- How would my friends describe me?*
- How would my co-workers describe me?*
- What does my family say about me?*
- What are the three most important areas in my personal life?*
- How have I changed over my adult years?*
- What are my strengths?*
- What do I avoid or dislike doing?*

2. Define your values: What are your most fundamental beliefs? Identify three important moral values that are important to you.

The more clearly defined your values are, the more energy and focus you will have for your goals. Values provide the basic structure you need to build your personal life, your career, your business and any other aspect of your life.

Consider your attitude towards other people. Think about your current obligations to your community, family and friends. Reflect on the core beliefs you have that you would want to pass on to the younger generation. If you were to mentor someone, what values would you project as being most important in

the world?

Make a list of values and rank them from 1 to 10, according to your how strongly you hold to them.

Security	Fame	Spiritual
Health	Power	Money
Learning	Happiness	Creativity
Peace	Politics	Children
Sports	Career	Environmental
Family	Ethics	Fun

Sample list of values

What are the five values you rank the highest? Those five values should be receiving 80% of your time and energy.

Write down your five most important values on a separate sheet of paper and post them somewhere you will see them every day. This will drive your actions and keep you focused on what is most important.

These values are the foundation of your success. They help you prioritize the goals you set for yourself.

Without values clearly defined and prioritized, it is difficult to prioritize goals. This makes it easier to make a choice when commitments compete for your attention.

3. Establish your goals: Goal setting is not easy. It is hard work requiring time and thought. It means soul searching.

Fear of failure - and fear of success - can stop people from setting clear goals and interferes with the process of actually putting them into writing.

If you have completed steps one and two - you have examined your identity and clarified your values - then you have already done the hard work. The goal setting should be a natural extension of your values.

For example, if you value good health, then goals of eating well and exercising regularly will follow naturally.

Focus on only three goals at a time, in order to be focused. Break each goal down to two or three components, along with specific, measurable, realistic time-frames.