




Goals: Get Up and Go!

In less than five minutes, you could probably write down a general definition of what you want to happen: higher morale, more money, less stress, etc. But creating a goal that truly reflects your objectives, measures them in a way that you can analyze and evaluate, and leads to concrete success is anything but easy. Instead, goals seem to limp along until they fall down and die. Here are a few strategies that can make goals get up and go... and allow the entire process to be more creative and less stressful for you:

- **Work backward.** Pretend you're living in the future. Tell the story of how your life is now that you have achieved your goal and describe how you got there. This strategy will allow you to create smaller short-term goals and have more fun doing it.
- **Use a worksheet.** There are many goal worksheet templates available online. (We like the one at [www.uncommon-](http://www.uncommon-knowledge.co.uk/goal_setting/worksheet.html)

[knowledge.co.uk/goal_setting/worksheet.html](http://www.uncommon-knowledge.co.uk/goal_setting/worksheet.html).) Using a concrete form can make the task less intimidating and make sure that you've covered all the necessary components.

- **Give yourself a range of results.** If your goal is to increase profits by 20 percent, make that your highest range. Give yourself points for 17 percent, 15 percent and 10 percent. When you still reward yourself for succeeding (even if it's not as much as you planned or hoped for), you'll motivate yourself to keep trying and you'll see where you were... and where you are now.
- **Make yourself accountable.** It's easy to blow off daily tasks that lead you closer to your goals if no one but you knows. Instead, form an accountability team and provide those members with the deadlines you need to meet. Schedule formal meetings well in advance and don't allow yourself—or anyone else—to reschedule. 

When Competitors Go Out of Business

 By Michael Attias


If you pick the wrong location, you have very few options. It's not like you can jack up the restaurant and move it down the street. Many times we are forced to shut down and try again.

Now what happens when one of your biggest competitors shuts down in your neighborhood? Most of us reach for a bottle of champagne and toast our new found luck. Not so fast. Dan Kennedy, a fellow speaker and consultant, gave me this idea years ago: call the owner of the defunct business and offer to buy his most important assets.

I know you're thinking that you have no room for an extra stove. Well, the assets I'm referring to won't even show up on your balance sheet. The most valuable asset your closed-down competitor can sell you is his phone


number. Regardless of his volume, a certain number of customers are calling each day to order take-out, book a catering job or reserve a table.

One of my coaching members heard me explain this on a coaching call and acted on this advice. A competitor across the street was bought out of his lease from the landlord. He rushed in to work out a deal for the telephone number. With all of this business now being funneled to him, he was able to increase his sales by 40 percent literally overnight.

But don't stop there. You should also negotiate to acquire their customer mailing list and rights to put signage on their door referring them to you. This marketing tactic can't be used every day, but keep your eyes open. Who knows? The next restaurant closing could be worth a 40 percent sales spike to you! 

Training Tip

Avoid these reasons training fails by following the accompanying solutions:

- **Not giving trainees an opportunity to practice.**
Test the new skills with role-playing.
- **Not explaining the "why" along with the "how."**
Show trainees how tasks fit into the big picture.
- **Being too theoretical.**
Hands-on is always better.
- **Conducting passive sessions.**
Shoot for dialogue over monologue.
- **Training in uncomfortable surroundings, both physical and psychological.**
Don't position your trainees facing the windows, for example.
- **The "why are we here?" syndrome.**
Don't keep the audience in the dark about where the session is heading.
- **Making the audience feel incompetent.**
"Let me show you a better way." 

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