

## How to make your goal *Task-Orientated*

Tasks are action based, right? It's fine to know what you have to do to succeed, but actually doing it is entirely different. And often, we like to sit back comfortably knowing how to do something, but not do it. This comes back to waiting for the perfect try, or because some are too proud and like the feeling of knowing solutions but would rather not use them just in case they get it wrong. Others may feel powerless to act because there is some fear holding them back. Or sometimes it's because we can't be bothered due to a lack of motivation or energy. If you feel this way at the moment, fear not. The next section "Energised and Excited" will take care of that for you. But now, let's look at the tasks that lay before you in the implementation of your goal.

### What are tasks

More or less, they are work. Your goal shouldn't feel like work as such, but you will have to work to make it happen. Looking back at the section on how to make your goals *Measurable*, I spoke about working backwards from your outcome to determine what would be the individual steps to take in achieving your goal. These became your measurements; your indicators for success and progress, and the mini-milestones to refer to when working towards your outcome. Simply knowing what they are is just the beginning. You must implement the first task to get moving and continue to implement them all to stay moving.

Do you love to plan? Guilty of doing this but never following through? I used to do this a lot. I thought that was the best way to get myself ready to start taking action. But with all the time I spent planning my goal, thinking about how to do it and waiting for the right elements to be in place, I constantly found myself standing at the start of the race track, but never running towards the finish line. I would hesitate, doubt myself, weigh up all the pro's and con's and try and "think myself" into doing what I knew I had to. Thinking is fine, and a majority of The SMARTEST Method up until this point requires you to think, reflect and plan. But now, it's time to DO.

### If at first you don't succeed, try, try again

When you think about some of the greatest achievers in history, watch an interview with them or read a book on their life, you will discover in one form or another, that they were major action-takers. They didn't always know what the outcome would be and they weren't always sure if it would work. Putting themselves out there and often risking it all in hope that



sooner or later it would work out, the majority of these great achievers would achieve the success they wanted.

To refer to one such example, do you know the story behind the invention of the light bulb? Inventor Thomas Edison was a master at implementing tasks. So much so, that he struggled for years over countless attempts to invent the world's first working light bulb. It was in 1879 that he achieved success, and made a total of 10,000 attempts to get it working. After he had, someone approached him and asked "Why did you fail so many times to invent the light bulb?" in which Edison responded "I didn't fail. I just discovered 10,000 ways not to invent a light bulb". Think of all he would have learned, discovered and developed over his many, many attempts. Looking at it that way, do you consider any attempt at success a waste of your time, energy or resources? That's up to you. It all comes down to your mindset.

Another example is the history of the extremely successful fast-food franchise, Kentucky Friend Chicken. Colonel Sanders had just retired from the army after many years of service and at age 65, received his first social security cheque of \$99. Deciding he didn't want to sit on his porch broke and watching the world float by in his older age, Sanders took his passion in the hopes it would become his next career, and his passion was cooking chicken! With his own special recipe, made up of the twelve secret herbs and spices (which still remain secret to this day), Colonel Sanders headed out in his busted-up, run-down old car with his recipe and a plan.

Aiming to talk to as many diners and restaurants as he could, in the hope of selling his chicken recipe (his goal), his plan involved the following tasks; visit a restaurant, meet with the manager, argue his reasons why his chicken tasted so finger-licking good (although that phrase probably hadn't been created yet), let the manager know he would sell the recipe in exchange for a hefty amount of the sales and live of those profits for the rest of his days. Initially, most of the restaurant and diner managers laughed in his face. Did this stop Colonel Sanders? Not at all, and in fact it took him a total of 1009 meetings with business owners across America until one of them said "Yes. I will sell your chicken". Sanders sold his recipe; customers loved the taste of his fried chicken and word quickly spread. His tasks gave birth to a multi-billion dollar franchise which still sells his chicken recipe to this day.

So in similar vein to the story of Edison and the light bulb, Colonel Sanders implemented a series of tasks and they worked, even if they took over a thousand times to be implemented successfully before he achieved his goal. And after each meeting, he would think about how he performed his tasks and the responses he got from his meetings to make the following attempt even better.

**Want to read more? Order the book [here Now!](#)**