

IT'S NOT WHAT WE GET, BUT WHO WE BECOME.

WHY SET GOALS? BY DAVID BEAVERS

1. TO SIMPLIFY OUR LIVES.

We can't do everything. So, let's stop trying. We get to decide what is going to occupy and dominate our time, energy and resources. Written goals give us focus, and help eliminate the good things we *could* pursue, so that we may concentrate on the best things we consciously *choose* to pursue. If we don't decide what's important to us, somebody else will. *What* we do in our careers and in our lives, may not change that much, but *how* we do them is always changing, helping us to find ways to work smarter, not just harder.

2. TO REDUCE OUR UNHEALTHY DEPENDENCY ON OTHERS.

The surest way to fail at anything is to try to please everyone. First, we must decide what we want...and, then, *write it down*. Then, we can evaluate every other "voice" crying for our attention on the basis of our business, personal and family goals and priorities. For some of us, *the compulsion to please* is a real disease of the heart. Setting goals is not the solution, but the habit can create the emotional and spiritual boundaries we "people pleasers" need in order to work toward our objectives and deepest desires without a load of guilt strapped to our backs. Setting goals mysteriously attracts others. People want to follow us when we are clear and confident about our purposes and our goals. Without well-defined, specific goals, we often end up scattered, rushed and over-committed, begging for permission and groping for validation, constantly "explaining" ourselves to others. That's no way to live.

3. TO FUEL OUR PERSONAL GROWTH AND DEVELOPMENT.

Many of us have learned that the most lasting results of setting goals come not from what we achieve, but from the ways we grow, develop and mature as human beings. I didn't always know this fact. I had been a goal-setting proponent for years, but this particular insight had never occurred to me. And, now, it has made all the difference. Many of us want to impact more people, get out of debt, give more to charity, pay off our house, get in great shape physically and deepen our family relationships? All worthy goals, but the most important question we can ask ourselves is, **"What am I willing to become in order to achieve my goals?"** What are the skills, tools and knowledge and maturity I'm going to need to reach my goals?

It's not what we get that's important, but who we become.

David Beavers is a speaker, trainer and business coach with National Safety Associates, the maker of Juice Plus+®.