

# The Power of Goals

## Accelerating Excellence with Del Gilbert Podcast Episode #71- Resource Guide

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*"A person who aims at nothing is sure to hit it every time."*  
-Zig Ziglar

### WHY SET GOALS

#### 1. Goals Provide Fulfillment

Goals help our lives become intentional rather than haphazard or accidental. Goals help us live on purpose.

#### 2. Goals Give Motivation

Goals create a structural tension in your brain. When you set a goal, your brain seeks to close the gap between where you are now and where you want to be.

#### 3. Goals Bring Direction.

Setting goals is like entering a destination in your GPS. Goals help pull us toward our desired destination.

#### 4. Goals Improve Focus.

Goals help us become more single-minded. When we don't have clear goals, it is easy to become distracted and diffused.

#### 5. Goals Increase Potential

Goals drive us closer to our potential. Goals help us go farther than we ever thought possible.

### SMART Goals

**S – Specific** - Goals are clear and measurable.

**M – Meaningful** - Goals align with your deepest values and highest priorities

**A – Ambitious** - Goals are bold and challenging

**R – Reachable** - Goals are high enough to inspire you but low enough to encourage you.

**T – Time-bound** - Goals without a timeline is just a dream

### Types of Goals

**Outcome Goals** describe the end result you'd like to achieve.

**Example:**

- Lose 15 pounds in three months
- Write a book in 18 months
- Have 1 million dollars in a retirement account by age 65

**Process Goals** describe what you will need to do repeatedly to achieve that result.

**Example:**

- Run 2 miles four days per week
  - Write for at least one hour six days a week
  - Put \$350 a month into a retirement account
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