



Lesson 3: How to Set and Achieve Goals

3-1, *Understanding and Identifying Goals*

In the previous lessons I've talked about the importance of discovering and pursuing your legacy. We've also talked about some of the roadblocks that you will encounter on the path to your legacy and how to avoid them. In this lesson, we take the next step towards achieving your dreams – learning to how set and reach goals.

To some of you, this may sound like a waste of time. Everyone knows that setting goals for yourself is important, right? Well, everyone may know that it's good *in theory* to have goals, but few people actually set them! In fact, as I'll show you shortly, research shows that only a tiny fraction of the population ever takes the time to think carefully about their goals and write them down. By the end of this lesson you should see why having goals *and* writing them down are crucial to ever achieving any kind of success.

Learning Objectives

1. Learn why goal setting is important to fulfilling our legacy.
2. Learn how to prioritize your goal setting efforts for optimum results!

What Is a Goal?

“Your dreams are a snap-shot of your future.”

Albert Einstein

Before we begin to talk about setting your goals or strategizing on how to reach those goals, I think it's important to get clear on what makes something a goal. You can think of a goal as:

1. The object of a person's effort



2. The destination of a journey
3. The means of concentrating effort
4. The means of focusing intent

Something to note here for later, you'll see that the first two points are about what a goal *is*, while the second two points are about what a goal *does*. As we'll see shortly, these latter points in particular are what make having a goal so important.

Why is Goal Setting Important?

“Happiness is the *progressive* realization of a worthy goal.”

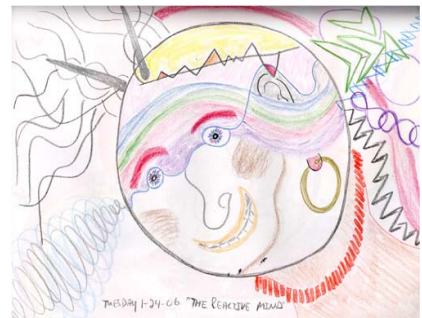
Earl Nightingale

“Failing to plan is planning to fail!”

Brian Tracy

Aristotle became famous as a philosopher for thinking deeply about goals in nature. He wanted to understand why the natural world behaved as it did. Based on his observations, Aristotle theorized that every living organism had, as part of its nature, a goal or a *telos*. This goal was *causally responsible* for making the organism grow and behave as it did. It is because the acorn had the *telos* of an Oak tree that it grew up to *be* an Oak tree and without that goal, the seed could never come to be that kind of tree.

Well this same idea applies to your own goals. As I've described in previous lessons, our heads are antennas, capable of attracting almost any form of idea or information in the *ideosphere*. If you have a goal of your own, that will filter the ideas and information in the ideosphere and attract to your mind the right sorts of ideas to reach your goal. So having a goal, just as Aristotle said, can be a *cause* of reaching that goal.



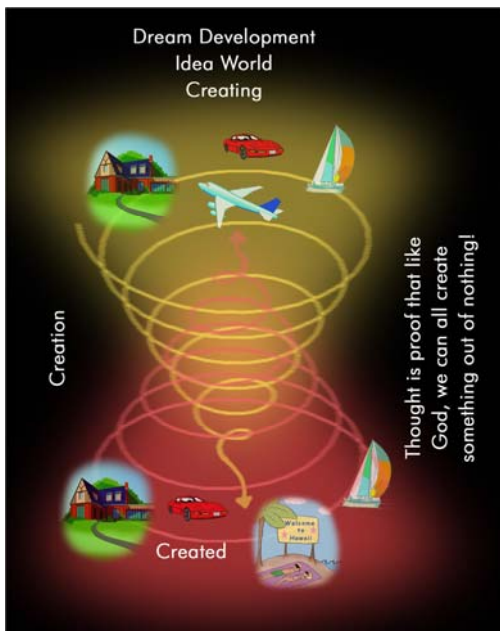
Now, let's imagine what happens if you *don't* have a goal of your own. For Aristotle, the only real stuff without a goal or *telos* was *prime matter*. Prime matter's only feature was



that it was a substance able to take on any shape when it was given a goal. So likewise, if you don't have a goal, you are a kind of prime matter. You are naturally attracting information from the ideosphere but since you don't have a goal you are open to *anything* in the ideosphere, including all of the harmful, parasitic memes that may be out there. You are matter just waiting to be shaped into something by anyone and anything out there and you may not like how you turn out!

Another way of putting this point is to think of the universe as a Chef. Going to a restaurant and telling the waitress to bring out anything isn't a great idea. Why? If the Chef throws together something out of old leftovers, you probably aren't going to like it. The point is though that you have no one to blame but yourself. You didn't direct the Chef to cook something you wanted. The universe is the Master Chef and if you don't have goals you'll end up getting whatever is served up to you, good or bad. Just like

when you go into a restaurant, it's best to have a clear idea of what you want so that you can take steps to make sure that that's what you get.



The philosopher Seneca sums up the point best. He said that, "our plans miscarry because they have no aim. When a man does not know what harbor he is making for, no wind is the right wind." Because thought is the first step in any creation, if you don't have a goal to channel those thoughts and direct your creation, you certainly aren't in control and you might create something you don't want. Why not create something you *do* want?

What Does Science Tell Us about Setting Goals?

If you aren't yet convinced of the importance of setting goals, there is a good deal of research out there on setting goals. For instance:



- ❖ In 1963, the Harvard Business School asked 100 freshmen if they each had a list of written goals they wanted to achieve in their lifetime. Only SEVEN students said they did. 20 years later, a follow-up survey showed that only 10% of those original 100 students had successfully attained what they wanted in life. *Remarkably, all 7 of the students with written goals were in that 10%.*

- ❖ According to Brian Tracy's *Time Power*, fewer than 3% of all people have clear, written goals and they are usually the most successful in every field. Less than 1% of all people re-write and review their goals on a regular basis.

- ❖ In February 2003, *USA Today* ran an article discussing New Year's resolutions. One year before, the newspaper had interviewed people about their resolutions in 2002. It divided responses into two categories:
 - those that had written down their resolutions, and
 - those that had just thought about them.

One year later, **only 4% of the people who had made resolutions, but not written them down, had made any changes. On the other hand, 46% of those who had written down their resolutions had followed through on them.** This is a difference of 1,100% in the rate of success and achievement explainable by the simple act of writing the resolution down on paper.

While this is just a small sample of what the research tells us about having goals, it's telling. Without a goal, it's darned near impossible to succeed! We know that most people don't have goals, so is it any wonder that the vast majority of humans on this planet aren't happy with their lives?

Don't Be a Camel!

So if we listen to Aristotle, we know that without a goal, you're just raw matter waiting to be used by someone or something else. If you're an adult without a goal, most likely *you are already working*

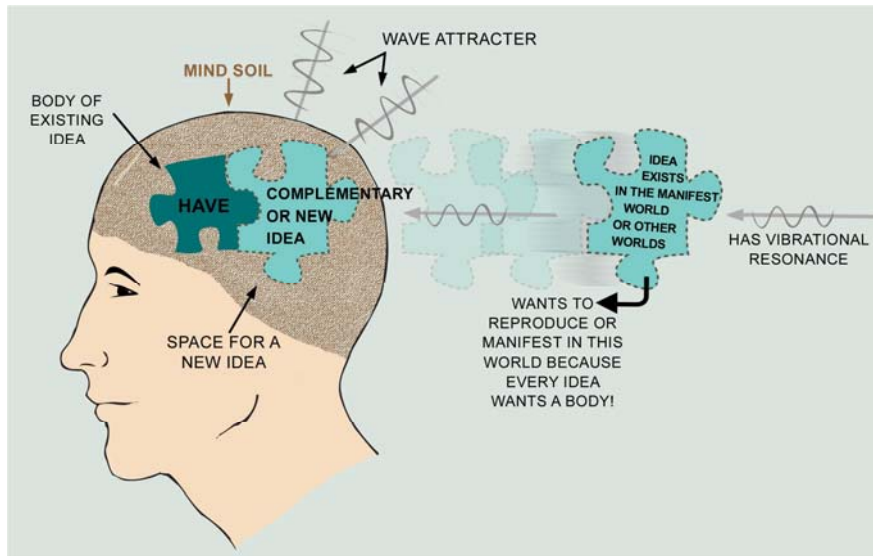




for someone else's goals! You've become a camel. All corporations, religions and vampires need camels. These are people that don't think for themselves and don't have their own goals. This is what makes camels the perfect work animals. They will accept a ring through their nose and they can take a heavy load without complaining too much. They are beasts of burden and they don't know how to say "NO!" ESSENTIALLY, THEY ARE STUPID!

Why Set Goals: A Brief Summary

Goals are an attractive force! When you set goals for reaching your legacy you attract the right sorts of ideas and materials to realize that legacy.



Goal Setting By Intelligent Design

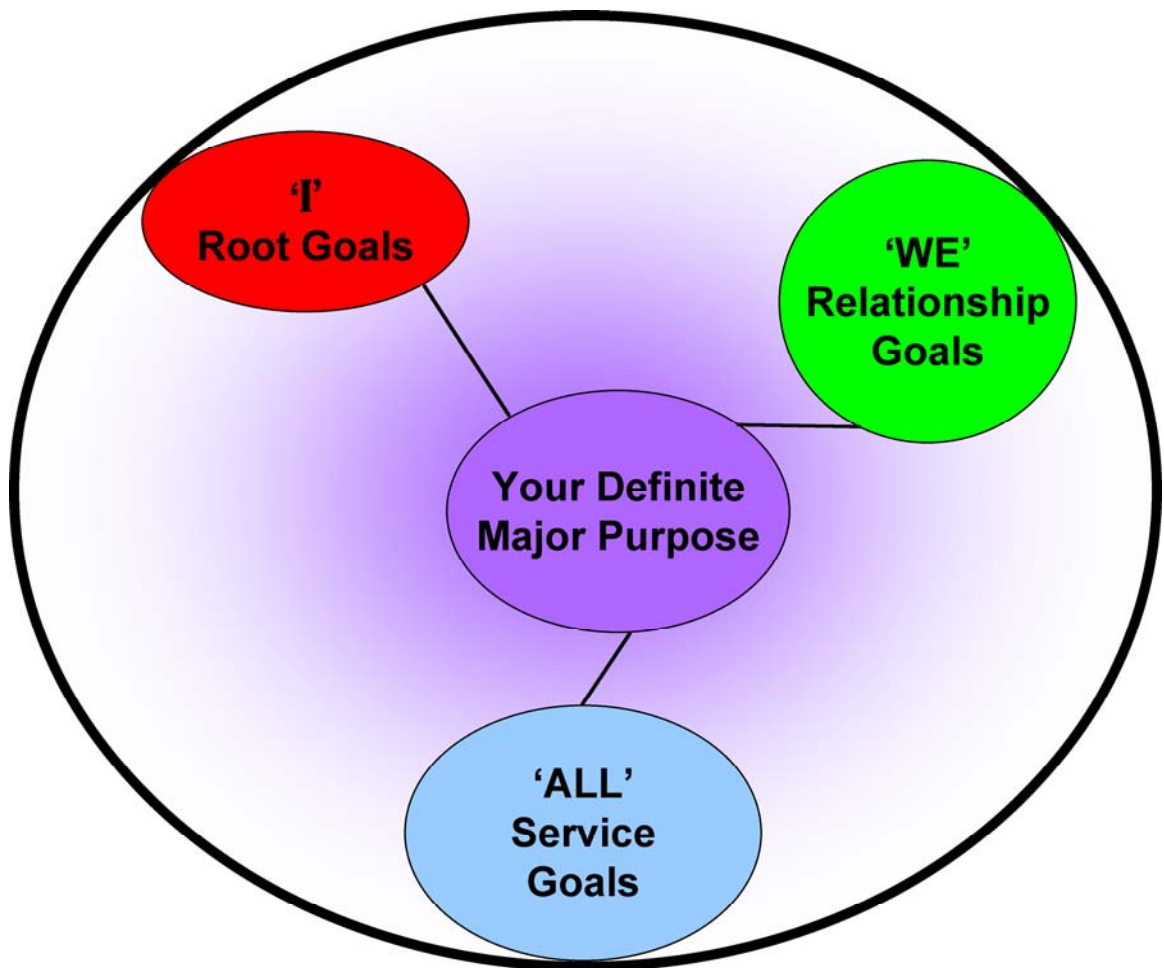
LIFE IS A JOURNEY - Effective goal setting requires that you know where you are and where you are going. Thus both compass and map become necessary to goal achievement.

Now that we know why setting goals is so important, it's time to start talking about how to set those goals. The general method I use is called "Goal Setting by Intelligent Design." If you look at the diagram on the next page, you will see that at the center of the circle is "Your Definite Major Purpose." This is the source goal, or the foundational goal



that shapes any of the sub-goals that we set on the way to reaching our legacy. Radiating from this central hub of your Definite Major Purpose are three other kinds of goals:

- 1) I Goals or Root Goals – It is most important to take care of ourselves as we are the source of the energy for our goals. These goals are highest in priority because we can only give as much energy to our goals as we have. If we are run down and low on energy, our goals generally shift to simply surviving and getting healthy rather than pursuing our Definite Major Purpose.
- 2) We Goals or Relationship Goals – Once we are healthy and are reaching our I goals we can finally work towards attaining our close relationship goals.
- 3) All Goals or Service Goals – Finally, having mastered We Goals, we are ready to take on goals that serve humanity as a whole.





As you can see, there is a hierarchy or prioritization of general goals already built into the Goal Setting by Intelligent Design structure. But let's get more specific than this.

When setting goals, it is absolutely necessary to have a clear understanding of which goals should be energized first. It can be seen that failure to meet the animal or 'I' needs of the individual only results short-term gains, an energetic rollercoaster of energy loss and gain and finally abandoning the goal setting process. There is an absolute and definite purpose to meeting our self-needs before distributing our Chi to others and when one fails to adhere to this reality, one's goals are more like hot air balloons than tangible reality!



The diagram to the left clarifies I, We and All goals. I goals generally focus on financial security, our natural rhythms and energy flow, including our sex life and sexuality, and finally our health and vitality. Our WE goals are, as I said, relationship goals. These goals are typically related to you and someone else. Because these goals are centered around the

fundamentals of building a healthy relationship, they are also centered around developing your communication skills. Finally, ALL goals are the ultimate expression of your legacy. As I said in Lesson 1, in the full realization of your legacy, you will be an active participant in the creation of the universe and for this reason you cannot but be contributing to humanity. Thus *everyone* has ALL goals. Unless you have matured through I and WE goals, you run the very grave risk of becoming an ALL goal setter only to mislead and mis-educate all of those who are part of your goal setting strategy. Anyone



who is affected by your goals will be affected by immature ALL goal setting, for we can only contribute to others what we have in ourselves.

Goal Setting: Necessity, Commitment or Illusion?

I entitled this section NECESSITY, COMMITMENT OR ILLUSION as a way of getting at the relationship between the three kinds of goals. Have you met your individual needs, those that are a NECESSITY for healthy survival? Those necessities are the foundation from which your “WE-ness” will emerge. Or, are you already COMMITTED to WE relationships by marriage, children, profession or SPIRITUAL BELIEFS about your perceived relationship to God? Are you committed to WE and/or ALL relationships out of ILLUSION because it serves your shadow self as a useful distraction from becoming a whole-person? These are critical questions that must be answered truthfully if you ever plan to become a whole, rational human being or successfully achieve any goals.

I-ness

Now that we have a better sense of how to prioritize our goals, let’s look more closely at the particular categories of goals. We’ve just finished looking at why I goals are the highest priority goals. But what exactly should you set as your I goals and how do you know when you’ve met them? Here are a few questions that you need to answer in order to determine whether you have met your I goals:

1. Am I financially secure?
2. Do I have adequate shelter/space to meet my *personal* needs and wants?
3. Do I love myself?
4. Can I say, “I love you” to myself in the mirror 5 times each morning with passion and mean it?
5. Can I be alone and enjoy my aloneness?
6. Do I need people, noise or activities to avoid being alone?
7. Can I drive my car without the radio?
8. Do I regularly read papers and magazines, and watch TV to “stay connected”?
9. Can I effectively say “NO” to others without feeling guilty? This includes:
 - a. Family members that want my time or attention?



b. Friends that want my time?

10. Do I give in to my boss when he wants my time and I really don't want to give it because I need it to regenerate myself and care for myself?
11. Do I participate in group or social activities such as Church meetings when I don't feel like it because I feel obligated?
12. Do I eat a minimum of three meals a day?
13. Do I always eat the best quality food I can get?
14. Do I eat right for my metabolic type?
15. Do I take any medical drugs?
16. If the answer to #15 is yes, what have you avoided/ignored that led to a weakening of you I-ness to the point of needing/wanting medical drugs? *Allowing* your life to become too stressful is the primary reason for all medical drug consumption and lost time from work!

Answering these questions will help to determine whether you are genuinely respecting your I-ness and achieving your I goals in a way that indicates you are ready for WE goals.

WE-ness

All WE-ness, that is the ability to participate in direct relationships, flows directly from I-ness. This progression from I to WE is a natural progression. We all want to participate in relationships and it is



through relationships that we evolve.

Without those relations we are as devoid of life as the desert.

But just as a tree is dependent upon the soils in which it grows for its health, so too are your WE goals dependent upon your I goals. I goals provide the materials for WE goals. Here you can see a picture of me on my vacation with some of my





exercise equipment. That's right, I take my equipment with me when I need to. I always make sure that I service my I-ness. I take care of myself by exercising and feeding myself right *at all times*, even when it looks like it might be difficult or inconvenient. It is only because I take care of my I-ness in this way that I am able to have genuine WE relationships with anybody else and to contribute my Chi to others. Taking care of myself in this way has led to a beautiful relationship with my wife, so I understand the importance of servicing my I-ness.

You can see the importance of starting with I first by looking at those who *don't* start that way before forming WE relationships. In these cases, people often try to fill the gaps in themselves by forming a relationship with someone else. This is a recipe for disaster. Because you can only contribute to a relationship what you have, entering into a relationship with personal deficiencies means you contribute those deficiencies to your relationship. In America, over 50% of all marriages are broken in three to five years. This would never happen if people would simply take care of their I-ness before entering into marriage.

Are you involved in any WE relations? Most likely, you are. To determine the nature of your WE relations, ask yourself the following questions:

1. Are you in a committed relationship?
2. Do you have a boyfriend/girlfriend?
3. Do you have a husband/wife?
4. Does your work require that you interact directly with others?
5. Are you in sales?
6. Are you in customer service?
7. Are you a healthcare professional?
8. Are you a trainer/coach/teacher

If you answered yes to any of these questions, then you are in a WE relationship and this means you need to look very carefully at your I-ness to see whether you are genuinely caring for yourself. Remember, all **WE-ness** comes from your **I-ness**!



ALL-ness

The final stage of personal development is to establish ALL relations. But to make goals and commitments at the ALL level without establishing a depth of I-ness and WE-ness adequate to support the demands of your ALL-ness is akin to building a skyscraper on the foundation of a beach cottage. The skyscraper is bound to fall over in the first storm that hits it. Don't make empty commitments to your SELF, your loved ones, not to the ALL whom may depend on you. To do so is to teach failure and unhappiness. It is a departure from the gift of nature offered by our ANIMAL INSTINCTS, which always guide us to meeting our survival needs. To ignore our I-ness is to remove the only true platform from which rationality can spring! Ultimately, this is why it is so important to prioritize our goals.

What makes an ALL relation? Any relationship in which at least three people are involved is an ALL relation. So a family of a mother, father and child is an ALL relation. In a WE relation, you divide your Chi between yourself and the other person with which you are having the relation. This can be difficult if you are energy deficient. In any ALL relation you automatically split your Chi between three people or more. So in the family I describe above, your Chi is split between yourself, your wife and your child. That means if you are already deficient in Chi, then you are giving away what little Chi you have for your health and wellbeing to your WE and ALL relationships. So to build an ALL relationship without having first developed the prior I and WE stages can be disastrous. The relations may also be short lived. If you are in a relationship with someone that has a healthy I-ness, you will draw their energy to supplement your own. Healthy people will avoid these sorts of relationships and you will find yourself on your own.

Because ALL relations affect a great number of people, it is very important that we understand the extent of our ALL relations. To do so, ask yourself the following questions:

1. Do you have children?
2. Are you a teacher?
3. Are you a manager?
4. Do you head group functions of any type?
5. Is your legacy one that offers your life in service to others?



6. Do you see yourself as one with ALL:
 - a. Nature?
 - b. Humanity?
 - c. Creation at large?

Begin with the Basics: Survival

As I said above, to ignore our most basic, survival needs is to remove the platform for rationality and there is no reaching our legacy without rationality to guide us. So the place to start in forming your goals is to assess how you are meeting your basic, survival needs. This is trickier than it sounds! You must *carefully contrast your **needs** with your **wants** or you will never sleep easy and may starve in your illusion!*

In short, what this means is that you need to get VERY clear on your base or FIXED expenses. You must make sure that your FIXED expenses are realistic to your NEEDS. Thinking that you NEED a home big enough for three if you are single is distorted reality. Thinking that you NEED a \$50,000 car is distorted and will only serve to cause financial hardship, particularly if your large house and flashy car result in an inability to eat organic food three meals a day. If you don't get clear on your survival needs and make that your focus, you will wear designer clothes, drive a fashionable car while surviving on doggy snacks!

In Sum

In this lesson we've learned about why goals are important as well as the basic goal structure. We've discovered that:

- ❖ Having clear goals can serve as cause for achieving your legacy.
- ❖ In the absence of having your own goals, you are most likely to be working towards another entity's goals and living an unhappy and unhealthy life.



- ❖ Research shows that very few people have or write down clear goals. It also shows that people who lack those clear goals fail to achieve what they consider to be a successful life.
- ❖ Setting goals intelligently means recognizing three levels of development: I-ness, WE-ness and ALL-ness.
- ❖ These levels of development are hierarchical. To be successful at WE relations, one must first respect and develop their I needs. To have successful ALL relations, one must have developed healthy and successful WE relations.
- ❖ The first place to begin goal setting is to look at whether one is meeting their basic survival needs. If you aren't meeting these basic needs, you won't have the energy or the rational capacity to reach your legacy.

In short, if you take anything away from this lesson it should be these two points:

- 1) Goal setting is the difference between *wishing* and *focusing* your intent and life~force!
- 2) Goals must be set in accordance with our survival imperative and support our individual development first as a wellspring from which our 'WE' and 'ALL' goals naturally emerge.

You are now ready to learn the science of vision, planning, strategizing and writing your goals in a way that allows you to successfully accomplishing them! I look forward to working with you in part two of this lesson and sharing techniques with you to further you on the journey to your legacy.