

GOAL AUDITING and AFFIRMATIONS

This document is taken from *BEYOND the NUMBERS: 5 Key Factors that Impact an Entrepreneur's Success*. Go to <https://thewritetouchinc.com/entrepreneur-book/> for additional information.

In this self-evaluation process, you're asked to fill in the blanks to various questions. The questions require introspection and honest self-analysis. They're not difficult, but don't short change the exercise with quick responses or idealistic answers. The point of this exercise is to get you to analyze and examine your motives and commitment. Although the focus of this book is on business owners, the steps outlined will work for any meaningful goal.

The first series of questions concern your dedication and desire to goal achievement. Start by asking yourself, "Am I willing to...?" For example, Am I willing to get up at 5:30 a.m. 4 or 5 times a week and exercise? Am I willing to mortgage my house to get my business started? Am I willing to work on Saturdays and Sundays when my friends are golfing or playing tennis? Don't soften or rationalize your answers with generalities such as "I'll take time for myself " or "I'll try to exercise more." If you don't ask the tough questions and be realistic about the answers, this will be a wasted exercise.

Next, test your motivation. Start with "Do I believe _____?" Do I believe this goal will make life better? Do I believe the sacrifices I'll make are worth the intended outcome of this goal? Do I believe I can properly handle employee problems and customer requests that may come up?

Additionally, there are a couple of questions to test your resolve to overcome attitude-challenging obstacles you may encounter. You'll undoubtedly have naysayers telling you that your plan won't work or it's too difficult or some other reason they think you'll fail.

Your resolve might be:

"I'll be able to overcome negative input from others by _____ (doing what?).

You can check your confidence about the business climate with:

"I'll be able to overcome challenges from competition by _____.

After you've audited your resolve and are satisfied you're on the right track, take time to program your subconscious mind with some affirmations and positive reinforcement.

This affirmation process is also referred to as visualization. What you're doing is creating a mental picture of a future expected event. Top performing athletes use it. Many professional golfers, for example, describe how they visualize the shot they want to make before they address the ball.

In this case, you can fill in the blank of "I can see myself accomplishing this goal and it makes me feel _____." Another good affirmation is (again fill in the blanks): I'll accomplish my goal of _____ because I feel _____, and I am _____.

Don't over-complicate this. Try some first impressions. Fill in some words that fit the sentence and then test the combinations. Let me give you a couple more examples. Simple, first impression:

I'll accomplish my goal of hiring two excellent employees because I feel this is a good place to work and I'm a good judge of character.

I'll accomplish my goal of 20% net profit because I feel good about our budget and I'm confident we'll achieve our revenue goals. See, that's pretty easy.

Start using these questions with your long-term goals first. Your first attempt may seem too general or you may be tempted to put in "easy" answers. Example: I'll accomplish my goal of succeeding at my business because I feel good about it and I'm ready to do it. Doesn't say much, does it?

If you have to start there, okay, but don't stop there. Here's a better statement:

"I'll accomplish my goal of selling the business in ten years because I feel we will establish the best service and product support in our industry and I'm hiring good people with solid values who support my vision."

That's an affirmation for success.

Check out the steps below and keep working on your answers until you're satisfied. As you develop your business goals, it's helpful to "audit" them. In finances, an audit is a review to see if everything is proper and traceable. Auditing goals is your review to see if they're worthwhile and on track.

Whether you need to use the audit process with short-term goals will depend on the type of goals and your own need for self-reflection. Most short-term goals will not require affirmations or the questions about overcoming attitude-challenging obstacles. The willingness and motivation questions will be helpful on most any goal.

AUDIT QUESTIONS AND AFFIRMATIONS

WILLINGNESS (Dedication, Desire)

Am I willing to: _____ ?

Am I willing to: _____ ?

MOTIVATION (Attitude)

Do I believe: _____ ?

Do I believe: _____ ?

Now test your resolve to overcome attitude-challenging obstacles.

I'll be able to overcome negative input from others by _____

I'll be able to overcome challenges from competition by _____

Now that you know you're on the right track, take time to program into your subconscious mind some affirmations and positive reinforcement. Some helpful examples are noted below. You might write these down and post them where they'll be frequent reminders.

PROGRAMMING/AFFIRMATIONS

I see myself accomplishing this goal and it makes me feel:

I'll accomplish my goal of _____ because I feel

_____ and I'm
