



The
MagnetGoals
GOAL SETTING PROGRAM
WORKBOOK

By Marc A. Pitman

Published by Standish & Wade Publishing

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ISBN-13: 978-1-938079-10-8 (print)
ISBN-13: 978-1-938079-11-5 (ebook)

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INTRODUCTION

When I created the MagnetGoals process back in 2003, I never imagined it would be used around the world. I really created it for myself. It was my attempt to process all the great teaching that I'd received on goals and goal setting.

It's exciting and quite humbling to see the process is helping others, too. It's also fascinating to see how neuroscience has added to what we know about goal setting since this was first written down.

For example, take the "History of the Future" section of the MagnetGoals process. I knew from study and personal experience the importance of visualizing what life would be like when the goals were successfully accomplished, but I had no idea that this was actually how our brain was designed. Now the science backs this up. In his book *Brainblocks*, neuropsychologist Dr. Theo Tsousides says:

Thinking about your goal and longing for the outcomes do not magically make things happen. But there is a neurological advantage. Your brain starts organizing the information that you gather related to your goals in new ways. It consolidates it and combines it with already existing information. It makes you more attuned to relevant incoming information and stores it in your memory more efficiently. You start forming new ideas, considering new approaches, and building more motivation. You start to notice gaps in your thinking and planning, the skill that you need to learn, and the resources that you need to gather. Because of all this brain activity, you become better prepared to take action when the opportunity strikes...

So I'm convinced more than ever before that the MagnetGoals process is relevant and well-grounded.

Over the last 13 years, we have seen people use this in a number of different ways. Some repeat the process every year. Others do it once to set life goals. Some simply use parts of the process to augment what they're already doing. Some have started the process and been shocked to find what comes up as they push toward the full 100 ideas.

In each case, we've seen people accomplish more of their goals in less time. I worked with one team that found they accomplished their 12-month revenue goals in just four months.

Whether this is your first time going through the process or your fourteenth, thanks for letting me be your coach. You'll be better for having taken this journey!



January 2017

For more on the neuroscience in goal setting, watch the free webinar:

<https://thenonprofitacademy.com/vault/7-habits-of-highly-ineffective-people/>

THE MAGNETGOALS GOAL SETTING PROCESS

There are literally thousands of goal setting systems on the market today. But with so many programs, rules, and suggestions, getting the goals on paper can seem like walking through an incredibly complex minefield of do's and don'ts.

Here's a simple process to cut a path through the clutter. All the MagnetGoals Goal Setting Process takes is a pad of paper, a pen, and a setting that will allow you to concentrate. If computers are medium you're comfortable with, feel free to use one. But don't get lost in the possibilities of technology. It is amazing how many people still find it much easier with the old fashioned pen-and-paper approach. After you've completed it on paper, you can always move it to a spreadsheet. Many also find it easier to do this work away from their desk. Some simply find it easier to concentrate in a different environment—like at a local coffee shop.

THE MAGNETGOALS PROCESS IS:

- 1** Write a list of 100 goals and dreams for the coming year.
- 2** Write a “history of the future,” a description of what life is like when all the goals are accomplished.
- 3** Now look back over the list of 100, highlighting the “magnet goals”—the goals that will most effectively help you bring that vision into reality.
- 4** Finally, start strategizing about how to get the magnet goals done over the next twelve months.

This process can be done in a day or over the course of a few days. Often it's good to let the ideas “simmer” overnight. Do not let the simplicity cause you to miss the power in the process!

Now let's look at each step in detail. You'll also find worksheets to help you make your List of 100 and create your Goals Roadmap.

THE STEPS OF THE MAGNETGOALS GOAL SETTING PROCESS EXPLAINED

1. LIST OF 100 GOALS & DREAMS

When writing this, remember to leave the first page of your legal pad blank. On the second page, write “100 Goals and Dreams” on the top and number each line 1 through 100.

Now start filling in the 100 lines. Feel free to put any idea down, even if they seem goofy or frivolous to you right now. For now, forget the “rules” of goal setting. Don’t get hung up on trying to do it “right.” Let your imagination run free and have fun! Dream big!

100 goals will probably stretch your imagination, but push yourself to write in each line. Many have found the list goes in “fits and starts.” The first 10 goals are fast. The next 10 are really hard. Then there’s another spurt of creativity.

To help you out, here are over thirty questions to help stimulate your imagination:

What amazing things would you like to accomplish this year?

What things are you good at?

What do you enjoy doing?

What would you like to see happen in your job?

What would you like to do with the programs you oversee?

What goals does your employer have for you for the coming year? (You might as well write them down and make them your own!)

How much of your week do you want to spend on work? Family and friends? Yourself? What kind of person would you like to be?

HEALTH

What would you like your weight to be? What types of food would you like to eat?

What sleep habits would you like to have? What exercise habits?

What kind of prayer or meditation habits would you like to cultivate?

MONEY

How much would you like to make this year?

Do you want this income to come from one source or many sources? What charities do you want to support?

How much would you like to give to each?

How much would you like to set aside for retirement? For college funds for the kids?

For a down payment on a house?

LIFE-LONG LEARNING

What things would you like to learn more about in the next 12 months? What books would you like to you read?

What seminars would you like to attend?

What can you do to expand your knowledge of your profession?

Do you want to start learning a foreign language? A musical instrument?

TRAVEL

Where would you like to travel for work?

Where would you like to go for pleasure?

What kind of vacation would you like to take with the family?

What parts of the world have you always wanted to visit?

RELATIONSHIPS

What would you like your relationships at work to be like? How about at home?

What would you like to have happen with your friendships?

What will you do to keep growing in the area of interpersonal relationships?

Remember, this is more of a brainstorming exercise for now. Just keep writing. Don't worry if it takes more than one day to do this. But resist moving on to the next part of the process until you've filled in all 100 lines!

The "100 Goals and Dreams" worksheet at the end of this section to help you know when you've completed all 100.

2. HISTORY OF THE FUTURE

Now use the space on the first page to write out a summary of what life is like in light of those 100 goals. Imagine what life will be like once those goals are accomplished. Then describe it. Think of it as writing out a "history of the future." It might be easiest to project yourself forward 12 months and write about what's happened over the past year.

Here are some things to think about:

- What are you most proud of accomplishing? Professionally? Personally?
- How are your relations at work? With your peers? With your supervisors?
With your vendors and other constituents like donors or clients?
- How do they treat you now that you've accomplished all 100 goals?
- What compliments are people giving your program or projects?
- What compliments are they giving you?
- How do you feel about yourself?
- What are your relationships with your family and friends like?
- What is a perfect day like for you?

Write it all down on the first page. Don't get hung up on whether you're writing in the past tense or present tense. You can always clean that up later if you want. For now, focus on capturing the picture on paper.

3. IDENTIFY THE “MAGNETGOALS”

Reread the description you wrote on your first page. Now review all of your 100 goals. You'll notice some goals jump out at you. These goals are like magnets—they'll pull you toward the completion of your ideal year. Some of the ones that jump out will simply stand out for no apparent reason. Many that jump out will connect with other goals—in accomplishing them, you'll have accomplished many others on your list.

Circle or highlight the goals that stand out. These will be the goals that will be the most fruitful to start working with. These are the ones that will matter most in moving you to the description of life you wrote on the first page. If it helps, you can copy these goals onto the first page of your pad or onto a clean page.

4. DO IT AND KEEP DOING IT FOR THE NEXT 12 MONTHS

Congratulations! You've just gone through an incredibly simple yet incredibly powerful goal setting process. Even if you were to shove your pad of paper into a drawer and not look at it again for the next 12 months, I'd bet you'd be amazed at how much you'd have accomplished. Somehow the process of identifying your goals crystallizes something internally that helps you accomplish them, whether you're consciously aware of it or not.

But, since you've done the hard work, you'd probably like to do more than shove it into a drawer. Here are some final tips:

- Make a couple of copies of your MagnetGoals. Post them near your desk; keep another copy handy for when you do your weekly planning. Keep working towards them. Let them serve as a sort of compass for you as you navigate your next 12 months.
- Now might be a good time to transfer the list of goals to a spreadsheet. Try grouping them by category—projects, relationships, education, money, health—whatever categories work for you. Don't let the list trap you. This process is to serve you; you don't have to be a slave to it. Life happens. Plans change. There's nothing sacred about this list of 100. Be open to new opportunities as they come.
- Be careful who you share your actual goals with. Some of your coworkers or friends may feel intimidated or overwhelmed. So share it with your personal coach and a couple trusted friends. The accountability will be very helpful and these people will keep on encouraging you.

100 GOALS AND DREAMS WORKSHEET

Use these lines to list 100 things you'd like to accomplish this year. Have fun! Don't put restrictions on yourself yet. Just be sure to fill every line.

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CREATING YOUR MAGNETGOALS ROADMAPS

Congratulations again on completing the hardest part of the MagnetGoals process. Now you have a list of 100 goals and dreams for the next twelve months, and you have narrowed this list down to a few “magnet goals.”

Your list of 100 is probably a jumble of hopes, tasks, projects, desired character traits, even some pie-in-the-sky dreaming. That’s good. There’s incredible benefit from doing this. It’s simply amazing how many of these goals would be accomplished by the end of the year without any more conscious work.

But it’s even more amazing how many more of them will be accomplished through minimal systematic effort. Here is a simple process I use with my clients to make a roadmap for accomplishing your magnet goals.

I’m sure you’ve heard about the acronym S.M.A.R.T. in conjunction with goal setting. There are dozens of variations on this acronym. One coach, Sir John Whitmore, has taken it to an extreme. In his book *Coaching for Performance*, he says goals need to be SMART, PURE, and CLEAR.

SMART: Specific Measurable Agreed Realistic Time Phased

PURE: Positively stated Understood Relevant Ethical

CLEAR: Challenging Legal Environmentally sound Appropriate Recorded

Studying these 14 characteristics is a great foundation for goal setting. But even though I can remember the words SMART, PURE, and CLEAR, I have a really hard time remembering all 14 points! For more acronym madness, be sure to check out the “Variations on the SMART Acronym” at the end of this workbook.

Hopefully the 6 step roadmap I’m going to show you will be easier to remember. I haven’t created a catchy phrase to help make it memorable, but the steps work. I’m sure I’m indebted to Zig Ziglar and dozens of other terrific authors in this somehow!

THE 6 STEPS:

1. Write the MagnetGoal at the top of the page with a date for completion.
2. Brainstorm steps that will need to be taken to accomplish the goal.
3. Brainstorm strategic alliances and resources that will be helpful in successfully accomplishing the goal.
4. Brainstorm obstacles that might hinder accomplishing the goal.
5. Write down the name of an accountability partner or personal coach.
6. Clean up the map and get to work.

WALKING THROUGH THESE 6 STEPS

Let's walk through the process of actually mapping out a magnet goal. I'll use one of my own as an example: Learn ballroom dancing with my wife in our home.

1. Write the MagnetGoal at the top of the page with a date for completion.

ORIGINAL MAGNETGOAL: Ballroom dancing lessons with my wife in our home.

RESTATED FOR ROADMAP: To become comfortably proficient dancing the waltz and swing with my wife by December 31, 2004.

Rewrite the goal in specific, positive language. What will be accomplished? It can be as simple as a shift "I won't be in debt" to "I will be debt free." Also, be sure to add the date. In my case, the goal was already positive but needed to be made more specific. Describing how I would feel helped me clarify what I really wanted from the goal. And of course adding a deadline helped me become more accountable to accomplishing it.

2. Brainstorm steps that will need to be taken to accomplish the goal.

- Find an instructor willing to teach us in our home.
- Find other couples interested in joining us.
- Practice with my wife regularly.
- Go to dance halls or other venues to test my comfort level.
- Purchase CDs with waltz and swing music to become more acquainted with the music and for our practicing.

Don't worry about getting these in chronological order right now. Just get all the thoughts down on paper. What will need to happen to successfully accomplish the goal? Write it down.

3. Brainstorm strategic alliances and resources that will be helpful in successfully accomplishing the goal.

- Ballroom dancing instructor not stuck on teaching in a studio
- My wife
- Money to pay for lessons
- Other couples to both drive down the cost and to increase the fun

This is the place to list what is needed to accomplish the steps listed above. Again, don't worry about "doing it right." List what comes to mind. You will clean it up later.

4. Brainstorm obstacles that might hinder accomplishing the goal.

- Cost
- Personal discomfort or embarrassment
- At-home lessons may be too “out-of-the-box” for an instructor

Many goals rely, in part, on the participation of others. What might remotely hinder your being successful? This may not seem like “positive thinking.” But these obstacles will be there whether they’re listed or not. Why not start with as clear a picture as possible?

5. Write down the name of an accountability partner or personal coach.

- Accountability Partner: My wife
- Personal Coach: Sue Seel

The chances of successfully completing a goal dramatically increase with the presence of an accountability partner or personal coach. Get down their names.

6. Clean up the map and get to work.

Give yourself a few minutes to review what is written and make it more usable. Add dates to the steps listed in Step 2. Maybe even put them in chronological order. Brainstorm possible solutions to the obstacles listed in Step 4. Don’t let this step take over your life. Accomplishing the goal is more important than having an attractive roadmap!

Now it’s your turn. The roadmap worksheet is on the next page.

Make a copy and start mapping out your goals!

THE MAGNETGOAL ROADMAP WORKSHEET

MagnetGoal:		
What has to happen?	When?	Strategic alliances and resources
What obstacles might occur?	Who can help?	
Coach or Accountability Person:		

VARIATIONS ON THE SMART ACRONYM

Sarah Hurd's online research yielded the following variations:

S	Specific Simple Single
M	Measurable Meaningful
A	Achievable Acceptable Attainable Actionable Action-oriented Adjustable As-if-now Agreed Action plan Achieved
R	Relevant Realistic Reachable Rewarding Results-oriented Result-based Reasonable
T	Time-dimensioned Time frame Tangible Trackable Time-boxed Timely Time-sensitive Time-stamped Time-bound Time-based Timed Time-dated Timetable Time

Robert Rubin, Assistant Professor of Management at DePaul University, found the following additional variations in his research:

S	Specific with a stretch Sensible Significant
M	Motivating
A	Accountable Agreed-upon Assignable
R	Reviewable Relative Relevant to a mission
T	Timelines Time-specific Time-scaled Time-constrained Time-phased Time-limited Time-driven Time-related Time and toward what you want Truthful

There is also a **SMARTER** out there; the E being Extending (the goal should stretch the performer's capabilities) and R being Rewarding.

OR E – Evaluate and R – Re-do. OR E – Evaluate and R – Review.

OR E – Exclusive and R – Representative. As you can see, the variations go on and on!

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Posted at: <http://fundraisingcoach.com/2010/12/10/a-fun-look-at-smart-goal-setting/>

ABOUT MARC A. PITMAN

Marc A. Pitman helps leaders (especially in nonprofit organizations) lead their teams with more effectiveness and less stress. The author of *Ask Without Fear!*[®], he is the founder of The Concord Leadership Group and FundraisingCoach.com. He's also the executive director of TheNonprofitAcademy.com and an Advisory Panel member of Rogare, a prestigious international fundraising think tank.

Marc's expertise and enthusiasm engage audiences around the world and has caught the attention of media organizations as diverse as Al Jazeera, SUCCESS Magazine, and Fox News. Marc's experience also includes pastoring a Vineyard church, managing a gubernatorial campaign, and teaching internet marketing and fundraising at colleges and universities. On Twitter, he is **@marcapitman**.

He is married to his best friend and the father of three amazing kids. And if you drive by him on the road, he'll be singing 80's tunes loud enough to embarrass his family!

To learn more about his leadership work, and hear his interviews with leaders, go to <http://ConcordLeadershipGroup.com/podcast/>

To get his free fundraising tips, go to <http://FundraisingCoach.com/subscribe/>