

EXPLORE YOUR ENTHUSIASM

EPISODE 73: THE POWER OF ACCOUNTABILITY WHEN YOU'RE STUCK

Do you have a goal you wanted to do this year that you just haven't gotten to yet? ME TOO! I'm going to tell you about my own goal and what I've totally failed to do, and how I turned it around ... and how you can do the same.

Before we dive in, I want to let you know that if you're listening to this when it goes live, on September 16th, then the Starship is open NOW. If you've been waiting for this announcement, head to TaraSwiger.com/starshipbiz and get all the details.

If you're subscribed to the weekly email lessons, which you can get at TaraSwiger.com/list, then you know that I've been teaching a mini-course on how to make your goals come true, before the year is over.

A few things sparked the idea for this class:

I've been thinking about my own goals for the year, and the one BIG goal I had, that I haven't actually spent much time working on.

I got an email from a Starship member about the goals she accomplished since joining the Starship a year ago.

I get emails every week from people saying: I'm just NOT moving forward.

Now, I teach and talk about goals and making forward momentum in your business, and yet ... I set this big goal and then totally failed to do what I teach.

The goal: I want to finish and submit a book proposal before the end of the year. In fact, I want to get a book deal SIGNED before the end of the year, so I really have to get the book proposal finished.

This is the year I decided I am really truly doing it.

And then ... I did a bunch of other stuff. I created a new 6 month program, and 3 new courses for it. I did a CreativeLIVE class. I hired a new team member + started a whole new project management software. They were all super exciting things, and I've had my best year ever in my business - and yet, I still haven't worked on this one big thing.

When I did my quarterly review in July (this is something we do every quarter in the Starship), I decided that was it - THIS is the quarter I'm finishing the book proposal (after I finished the CreativeLIVE class!).

So I told my team and I finally told my mastermind group. One of the members offered to look at it before I send it to an agent and I told her: I'm going to send it to you by October 1st.

And that did it. Since I got back from teaching in San Francisco, I've been working on it at least one full week day each week, and have been finishing sections right and left! I am finally, after all this time, on schedule to finish it!

So what changed? Can you see the spot in my story when it all turned around?

It was when I told other people, and those people are now waiting on my updates - people I'd be embarrassed to let down.

The American Society of Training and Development (ASTD) says that the probability of completing a goal is:

- 40% when you decide when you'll do it;
- 50% when you plan HOW you'll do it;
- 65% when you tell someone about your commitment to doing it;
- 95% when you establish a specific accountability appointment.

This is why it's not only important to figure out HOW to reach your goal, with a process like map making, but also to tell someone, and to have a date when you plan to check in with them again.

Even though I KNEW this, that wasn't enough for me to work on my goal, I actually had to DO IT.

So I'd ask you to think about how this applies to you, where you are right now:
Do you know what your goal is?

Do you know HOW you'll do it?
Have you told someone else?
Have you set a date to be accountable to them?

I've built this process, each step of it, into the Starship. At the beginning of each quarter, we review our goals and set a destination for the next three months, which is just long enough to get something sizable done, but not so long that you forget about it. Then we go through the Map Making process, which guides you to make a plan for the exact actions you're going to take to reach your goal. Then you share your goal and your map with the Starship (and ask questions about anything you're unsure about, like: What actions might I take to reach this sales goal?) And then, we do a weekly check in! There's a live text chat every Wednesday afternoon, and if you can't make it live there's a check-in thread where you can update us on your progress. Many of the captains say that they can't make it to the chat, but they still put "check in in the forums" on their calendar, so they have that specific date to be accountable.

And just last quarter we added another layer of accountability. If you want, you can sign up to be partnered with another member of the Starship to be your own Accountability Partner! You and your partner can decide how often and how you'd like to check-in, and that provides you with a standing date to accomplish whatever you've committed to!

I created this system, because we KNOW this is what works. If you look back at the big things you've accomplished, I bet you'll find that this is what has worked for you, too. And if you look at what is STUCK in your business right now, the stuff you want to do that you're NOT doing, Can you see what's missing?

Which part of this are you not doing?

Here's how to apply this to your own business right now:

1. Get super clear on what ONE thing you want to do in your business, in the next three months. This might be increasing sales, or applying to a craft show, or getting some wholesale orders, or releasing a new product.
2. Plot out the individual steps between where you are and where you want to be: What are the specific actions you're going to need to take? And in what order? Remember the difference between Projects + Tasks, and really break this WAY down.
3. Now, tell someone! Preferably someone who gets what you're doing and really supports you. It'll be best if this is someone who really knows what they process is, and have either done it themselves, or are in the process of doing it, so they can give you good feedback. For

example, if you want to increase sales, others without a business might be encouraging, but they won't be able to help you figure out if you're doing the right actions or not.

4. Set a date to check in with this person! You can set it for the end of the three months or the end of the year, but I've found it works FAR better if you check in with them regularly, AS you work on the goal. This keeps you making steady progress and keeps you both from forgetting about it!

So, I hope that helps you harness the massive power of accountability. If you don't have someone you can check in with, or if you need someone who knows what you're going through, check out the Starship at taraswiger.com/starshipbiz. It is built specifically to help you accomplish your creative business goals and hook you up with accountability, answers, and encouragement as you move to the next level.

Thanks for listening and have an enthusiastic day!