

EXPLORE YOUR ENTHUSIASM

EPISODE 191: STRETCH GOALS: THE KEY TO HITTING BIG GOALS

Did you set a stretch goal this year? How do you know what the right amount of stretch IS? How much is too much? What is ridiculous and what is a good kind of challenging?

Today I'm going to answer a question I got in the Starship, my online community, about Stretch goals. How much is too much? What if you're just being delusional? Is there a way to know what's realistic?

I struggled with this question for a while because, like so many questions about motivating yourself and pushing past your perceived limits, it really comes down to YOU. Are you going to stretch yourself? And is a stretch goal motivating to you? And is this goal in particular motivating to you?

First of all, even if your goal is really really unrealistic, and there's not a chance you're going to hit it, that doesn't make it a bad goal. Really! What matters, and I REALLY want you guys to get this:

WHAT MATTERS IS WHAT YOUR GOAL DOES FOR YOU.

I've said this a few times over the years, and it bears repeating - your goal itself doesn't matter. Setting a goal is a tool to help you make a plan. What matters is that you HAVE a plan, and that the plan will move you closer to where you really want to be. How do you know where you really want to be? Set a goal that inspires you and delights you!

Yes, you can do some math to see if your goal is aligned with the pace you've been building your business at so far. For example, if you can see that over the last 2 years your biz has grown 20% per year, then your next income goal for 2018, could be 20% bigger...but what if you're tired of doing things the way you've been doing things? What if you wanna make a quantum leap forward and you're committed to doing the work, doing launches, trying new ways of selling? It's totally possible your business could grow 40% or 50% or 100%! How would you know if any of those is "too big"?

If what you want is a doable goal, you need to be really honest with yourself: Are you willing to do what it takes, learn what you need to learn and grow in the ways you need to grow, in order to reach that goal? Are you willing to be different? Are you willing to become the kind of person who could reach that goal?

If me asking you this got you all panicky, take a deep breath, it's going to be ok! You CAN do it. But you have to believe you can do it!

The second way to figure out if a goal is too big for you is to know yourself: In the past have you been inspired by really ridiculous goals? Or have you felt frozen by them?

Look back at something you accomplished: was your aim something huge and scary? Or did you set small doable goals and work towards them?

Some people do best with crazy big goals, others do best with small doable goals - it's entirely up to you and what works best for you. And although it may be more sexy to say you have a huge goal and that you get inspired by something massive - I promise that it's far far sexier to actually get where you wanna go and feel good on your way there.

At this point, hopefully you have some clarity - that there is no bad goal if it helps you make a plan and take action, that you have to decide you are willing to do the work, and you've identified if you do best with a big or small goal. The final thing to think about when it comes to your stretch goal is your own belief. Do you really believe it's possible? Whether your goal is big or little, if you don't think it's reachable, and it's reachable by YOU, none of it matters.

I have worked with so many women over the years who have set perfectly reasonable goals, totally in alignment with what they'd already done and what they were capable of and... they never got there. They started spinning their tires or they just stopped taking action or they distracted themselves with a million other things.

Why?

Because they didn't actually believe they could reach that goal, so they couldn't take the action to work towards it. You can't make yourself take action if you don't think it's leading anywhere, if you think it's a waste of time.

You absolutely have to believe in your goal and believe in yourself - so keep that in mind when you set a big goal...do you believe or are you willing to develop the belief that it's possible.

And by the way, it's really normal to doubt yourself 1000x on your way to your goal! Just this weekend I was totally overtaken by a huge wave of doubt about my own big goals and my upcoming world tour this year. But then I remembered: *Every time* I've stretched myself I felt like this! Back in the saddle and back to just doing what I know I need to do!

I'm wishing you belief in your goal, and yourself, and an enthusiastic day.