



Corsini's Point of the Week™

JANUARY 25, 2010

Making Your Resolutions a Reality

Part 1 of 2

Last week, we offered several suggestions on **how to fine-tune your business plans as you begin this year with your new goals in mind**. Our goal in last week's Point (which is available to you in the archives at www.corsini.com) was to get you to really think about what you want to achieve and how best to accomplish it. Our questions asked that you **evaluate your methods and make sure that you are working as efficiently and effectively as possible**.

As you move forward, you should make sure of two things:

- **your current business plan is viable and actually working for you, and**
- **you are mentally tough enough to win in today's difficult business climate.**

For many companies, the way they've worked in the past is not the way they should be working today. This happens, not through mistakes or miscalculations on your part, but by the extreme market changes we all face today. **Go forward with eyes wide open (making any necessary adjustments before doing anything) and with a can-do attitude**. Are you ready for what could be a long and challenging journey?

Today and next week, let's focus on **how to achieve your goals this year and not let your resolutions become false promises**.

1. **Write down exactly what you want to accomplish and why it's important to you.** The "why" is just as critical as the "what." Too often, people write down what they think *should be* their goals with little thought as to why these goals matter to them. **Ultimately, if something is not really important to you, you won't make the necessary sacrifices to make it a reality.** We recently worked with a company where the manager was underperforming with his revenue and profit goals. Turns out, he was spending most of his time and energy on his faith- and charity-related activities outside of work. When challenged to perform or else, he chose to leave the organization. Faith goals were more important than work goals—and he wasn't willing to change his focus or behavior.
2. **Factor in setbacks.** When you establish a goal, it's usually (and should be) a goal that stretches you. With anything outside your comfort zone, you should logically anticipate setbacks, disappointments and challenges. **Accept the fact that you will encounter difficulties, and make them part of your plan.** In this economy, you want to be pushing yourself—even to the point of being uncomfortable—throughout the year. Setbacks happen; be ready.
3. **Tell people your goals.** Telling others what you want to accomplish is one of the most important steps to reaching

Quote of the Week

*"If you can dream it,
you can do it."*
— Walt Disney

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your goals. **Accountability is key! The more people you tell, the more people will follow your progress—thereby keeping you on track to achieving your goals.** If you want to be viewed as an expert in your industry, tell 10 people exactly that. Over the course of the year, at least some of these 10 people will be asking you how you're doing with that. Make the proper progress, and they will begin to seek you out for your expertise—and they'll spread the word.

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CORSINI'S POINT

In work and in life, accomplishments are important. Ultimately, people don't really care what you *want* do to. There are no awards for "Most Promises" or "Best Intentions" or "Big Hat and No Cattle." What you actually do is what's significant. Finish what you start; make your resolutions a reality! Write down what you want to accomplish and understand why it's important to you. Prepare to push yourself and be uncomfortable. Factor in setbacks and disappointments, and be ready for them. Finally, tell people what you want to accomplish. When you tell the right people your goals, they will hold you accountable throughout the year—keeping you focused on your goals. Want more help getting focused on 2010? Plan on attending our Winter Sales Conference this Wednesday (January 27) from 8 a.m. to noon at The Harbert Center downtown. **Register by today and save!** For more details [click here](#).



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