

# *You, Inc.*

## Goal Setting Guide



**Life Path by Design<sup>LLC</sup>**  
cultivating potential in people<sup>™</sup>

# You, Inc. Goal Setting Guide

Linda Drevenstedt nurtures, explores and seeks life's "Aha" moments, challenging her coaching clients to cultivate their potential. Linda has run a highly successful consulting firm for over 20 years. Her Steel Magnolia wit and wisdom has helped her coaching clients move through barriers to great success.

*...about your author*  
**Linda Drevenstedt, MS**  
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Before starting her own consulting and coaching business, she was a dental hygienist and a dental practice administrator. Her background also includes a Master's degree in Health Care Administration and a Bachelors' in Business Management. She has studied life coaching with Sylvia Sultenfuss, Bill Lammond and Patrick Harbula.

Linda has co-authored two books and is in the process of writing her own book, ready in March 2016, ***Life Path By Design***.

Linda is a 15-year professional member of the National Speakers Association, serves as treasurer for the National Association of Women Business Owners' Ventura chapter and is a member of the American Association of Dental Office Managers and the Academy of Dental Management Consultants. She is certified as a Talent Smart Emotional Intelligence trainer and is an Everything DiSC® authorized partner.



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*"Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon must inevitably come to pass."* Paul J. Meyer

Imagine for now that you, as an individual, are a business named **You, Inc.** You are starting a new venture with You, Inc. The new venture is designed to move along toward your own charmed life. This "You, Inc. Goal Setting Guide" is a process and format through which you become clear and specific about what you really want. You see, you are 100 percent responsible for your charmed life. You and your divine guidance source, (God in my book of life), can create a charmed life.

The goal setting process that you will discover in this guide is a tool for today, AND it is a process that you can (and should) repeat periodically. As you grow You, Inc, new opportunities will come along, old visions will fade, and twists will show up along your path and take your breath away or pull the rug out from under you. The You, Inc. path that you design now with the following pages provides you with a roadmap to leading a charmed life. Use it now and bring it out at least once a year to repeat the purpose clarification and goal setting process.

In business and in life there is an overarching reason for being. There is a reason for being **you** in this world. For a business, there is a reason to be in business. That reason is encompassed in a vision, purpose or mission statement. A statement of WHY. This process of defining You, Inc starts with finding your own personal mission or purpose. Your purpose gives meaning to your goals which follow.

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## I. Write your OWN personal mission, purpose statement.

Two authors, Dr. Steven Covey and Patrick Harbula, have helped me in this discovery process. Since I want to honor each of them I am including them here for your research.

**Dr. Steven Covey:** Dr. Covey's book, *The 7 Habits of Highly Effective People*, has the best chapter ever on writing a personal mission statement. He says,

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*“A mission statement is not something you write overnight. It takes deep introspection, careful analysis and thoughtful expression, and often many rewrites produce it in final form. ... it is a complete and concise expression of your innermost values and directions... your vision and values. It becomes the criterion by which you measure everything else in life.”*

Dr. Covey's book is a staple in my library. I have read and re-read his book many times. The chapter for you to read is “Habit #2: Begin with the end in mind.” Once you read this chapter in Dr. Covey's book, carve out time for yourself to get in touch with YOU. This personal mission can include your role in your family life, but it is personal; is focused on you. Until you are certain about what you want, it will be difficult to move forward in any direction. Once you have a clear mission, you can then set the goals that will take you there.

**Patrick Harbula:** Patrick is my life coaching *coach*. He has developed a process that he shares on his website, [www.livingpurposeinstitute.com](http://www.livingpurposeinstitute.com) Go to the link, “Life Purpose Definition tool.” You will find questions that will help you center in on your life's purpose. Patrick's book, *The Magic of the Soul*, is also a good guide to help you find your own soul's mission. His book includes a CD with meditations that can help you clarify your purpose.

If books are not your thing, then find a life coach (PS: I am one. ☺ Contact me, [linda@lifepathbydesign.net](mailto:linda@lifepathbydesign.net)). Whatever method you need to find a vision, mission, or purpose to follow, just do it. Your purpose, mission or vision is the umbrella from which your goals flow. All of your goals should align with your purpose.

Each year I take time to re-read Dr. Covey's book or at least chapter 2. I review my mission statement and make any needed edits. One mission statement will not serve you for life. There may be a part of the mission that states your values that remains constant, but your life changes over time. You will have a different mission statement if you are the mother of small children than you will have when you are an empty-nester, or when you are close to retirement.

## II. Set goals for your personal development and achievement.

As you proceed through the goal setting guide, you will need to ask yourself questions. Part of the reason people often do not get what they want in life, is that they have not stopped to ask the right questions. You will take the vision that you have developed and ask yourself what attributes, traits, skills or

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education you will need to realize your vision. The goals that you set are your own goals, not someone's idea of what you should be or do. Goals are the breakdown of the steps it takes to pursue your vision or fulfill your purpose.



Here is an example: My stepdaughter decided in mid-life that she needed a new vision and investigated several career options. Her vision was to be of service to others. She found a health care degree she liked in Occupational Therapy. There is a competitive process to be accepted into the school she wanted to attend which offered her a Master's degree. She had earned a degree in English so she now had new prerequisites to complete and science courses to take. She set about taking the required courses and established a backup plan by looking into the Occupational Therapy Assistant program at her chosen school. She also made friends and networked with people in the OT department while completing her courses. Her efforts to find a program, obtain the pre-requisites and to network herself allowed her to be accepted in to the program she wanted.

The vision is your first step. If you are already in a career that you like, then find goals that will STRETCH you within that profession. As humans we function best with a bit of challenge in our path. If the path becomes too routine or predictable, then, we can become complacent and bored.

*"Success is the progressive realization of worthwhile, realistic goals."*

Paul J. Meyer, founder of Success Motivation Institute

Goals must include personal transformations through success habits. If you have not developed success habits, then this is a good time to start. What are success habits?

Read or listen to positive, uplifting books or magazines. One of my favorite magazines is *SUCCESS* magazine which comes every month with a CD of great business and personal growth ideas. Audible.com has books to download and listen to in your car or while you are getting dressed in the morning. (See #10 for more.)



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## III. Know why most people don't set goals and may not support your goals.

Hey, I was close to 40 before I even *knew* the value of **goal setting**. Life was at a turning point for me and I discovered the goal setting process. Life has grown better and richer over time and my potential has continued to unfold through the practice of continued goal setting.

Reasons people don't set goals:



**Fear:** Often the fear keeps people from setting goals. There are two types of fear that are the enemy of change.

1. Fear of Failure: *I am afraid I will set a goal and fail. Then I will be a failure.*
2. Fear of embarrassment: *I am afraid of what others will think if I act like a big cheese and set goals.*

Both of these basic reasons for fear are a part of WHY goal setting is so important. The actual goal is less important than the *person you become* as you go for your goals(s). Put some faith in an age-

old success system of purpose clarification and goal setting and plow forward to set your goals for your charmed life. (Read more about Fear in Chapter 11 of my book, **Life Path by Design**.)

*"I think fearless is having fears and jumping anyway."*  
Taylor Swift

- ▶ **Skeptical?** Some people are skeptical about the value of goal setting. Skeptics often hide their own true potential from themselves and others by getting deep into the Devil's advocate role. They won't try anything different than what they already do. Mostly, it is the same FEAR as we discussed earlier. When the skeptic pontificates about the idiocy of goal setting, they never face their own fear of failure or the fear of what others will think.
- ▶ **Don't know how?** You are in luck because the following information in this guide will tell you how. Check that one off. ☺
- ▶ **Don't want the pressure?** Since I now live in California, I find that there is a gentle breeze of beach life, surfing, sun and fun that seems to favor the

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attitude of “go with the flow.” I moved from Florida, and it was the same there too. There are many people who do not want any pressure in their life. They do not want to take responsibility for “going for it.” They may be OK with wherever they are in life. Guess what, if that is you, you are reading the wrong book.

The rest of you, READ ON.

## IV. Set balanced goals in all areas of your life:

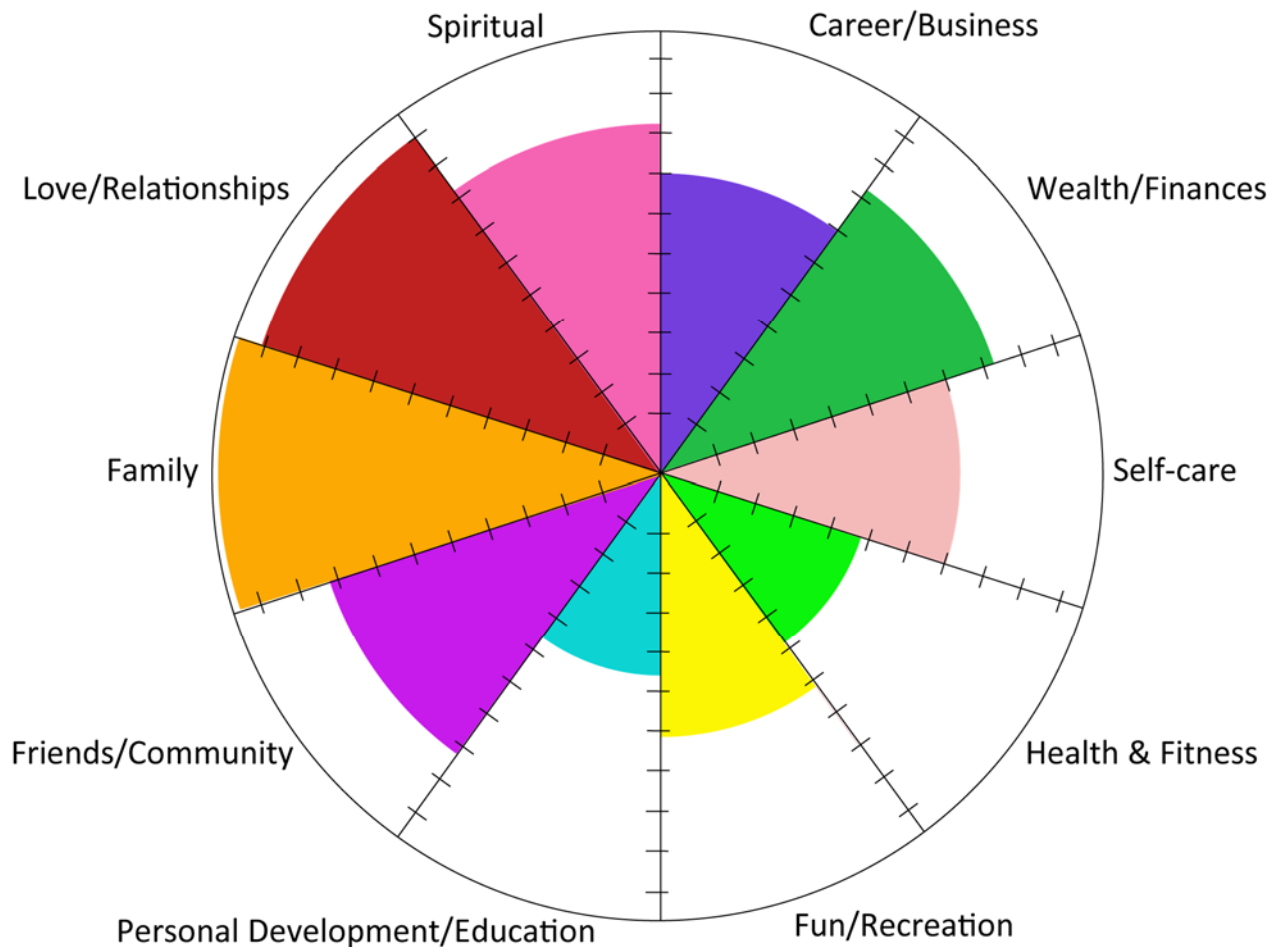
- ▶ Health/fitness
- ▶ Fun/vacation/recreation
- ▶ Personal development/education
- ▶ Friends/community
- ▶ Family/home
- ▶ Love/relationship
- ▶ Spiritual
- ▶ Career/business
- ▶ Wealth/finances
- ▶ Self-care

To help you see the areas in perspective, use the diagram of the “Wheel of Life” on the next page to give yourself an assessment. Mark on the “V” a line of where you are now. Are you at 50 percent of family and 80 percent on fitness and health? To really give your wheel a visual understanding, take colored pencils and color in to the line that you have drawn. How does your wheel roll?

**Disclaimer:** This “Wheel of Life” is my interpretation of areas that I have found make my life a charmed one. You may edit the categories for yourself. Add an area or remove one that does not resonate with you. Make this YOUR Wheel of Life.

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## Wheel of Life



The "Wheel of Life" diagram original is a trademark of the Success Motivation Institute® used by permission.

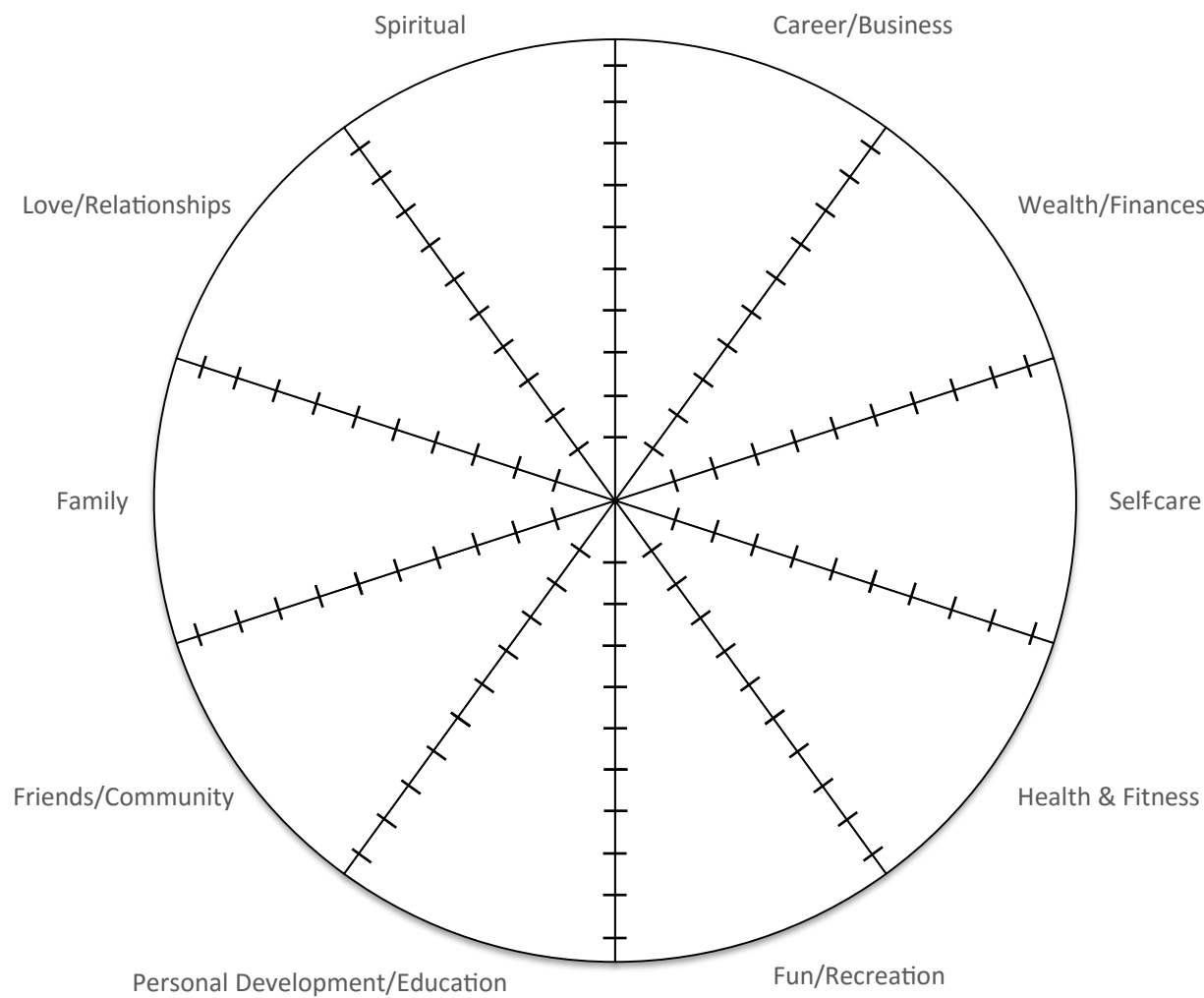
### Instructions:

1. Rename any of the sections.
2. Pick the line that represents where you are in that section and color in the piece of the pie.



# WHEEL OF LIFE

Date: \_\_\_\_\_



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## V. SMART Goal Setting:



## VI. Write your specific goals

Goals that swim around in your head are less likely to become a reality than those you write.

**Specific** = Take the family on an outing 2 X per month

**Non-specific** = Make the family happy.

Use the worksheet on the pages that follow. You can print it out every year or when you find you need a reboot of your goals.

## VII. Set timely goals

**Short range: 6 months - 1 year**

**Medium range: 1 - 3 years**

**Long range goals: 5 - 10 years**

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## You, Inc. Goal Setting Worksheet

### Health & Fitness Goals

Short Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Medium Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Long Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

### Family/Home Goals

Short Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Medium Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Long Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

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## Friends/Community Goals

Short Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Medium Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Long Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

*“Decide what you want, decide what you are willing to exchange for it.  
Establish your priorities and GO TO WORK!”  
H.L. Hunt*

## Wealth/Financial Goals

Short Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Medium Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Long Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

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## Spiritual Goals

Short Range

1	
2	
3	
4	

Medium Range

1	
2	
3	
4	

Long Range

1	
2	
3	
4	

*"Setting goals is the first step in turning the invisible into the visible."  
Tony Robbins*

## Career / Business Goals

Short Range

1	
2	
3	
4	

Medium Range

1	
2	
3	
4	

Long Range

1	
2	
3	
4	

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## Fun/Vacation/Recreation Goals

Short Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Medium Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Long Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

## Personal Development/Education Goals

Short Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Medium Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Long Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_



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## Love/Relationship Goals

Short Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Medium Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Long Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

*“Learn from the past, set vivid, detailed goals for the future, and live in the only moment of time over which you have any control: now.”*

*Denis Waitley*

## Self-Care Goals

Short Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Medium Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

Long Range

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

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## VIII. Date your goals.

Give yourself deadlines. This gives you a time requirement. It is less important that you meet a deadline, than you use the power of your subconscious mind to give your ideas and inspiration to move forward into the life you truly desire.

## IX. Overcome your own excuses, fears, barriers, and find a way to move to action.

- ▶ Feed yourself GOOD mind food.

*"a journey of a thousand miles begins with a single step"*  
Laozi, Chinese philosopher

- ▶ Listen to inspirational MP3, audio book, or upbeat music every morning. Watch what you read and listen to. Avoid TV violence and soap opera.
- ▶ Avoid the evening news before bed - read something positive
- ▶ Find positive people to associate with - people who will stretch you
- ▶ Eliminate/avoid/lessen the time you spend with negative people
- ▶ Build your self-discipline quotient.
- ▶ Act boldly.

## X. Review progress and reset goals regularly.

**Remember goal GETTING takes commitment.** The following is from Zig Ziglar's **See You at The Top**

*"I, \_\_\_\_\_, am serious about setting and reaching my goals in life. I promise myself that I will take the first steps toward setting and reaching those goals. I am willing to forego temporary pleasures in the pursuit of happiness and to strive for excellence in my goal setting efforts. I am willing to discipline my physical and emotional appetites to reach the long-range goals that I have set. I recognize that to reach my goals I must grow personally and have the right mental attitude, so I promise to specifically increase my knowledge in my chosen field and regularly read positive growth books and magazines. I will also attend lectures and seminars, take courses in personal growth and development, and utilize my time more effectively by listening to motivational and educational recordings. Persistence and commitment are prerequisite to reaching any goal so I promise myself that I am going to faithfully work on my goals EVERY day. I will chart my progress and recommit myself to my direction!"*



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