

If you don't know where you're going, how do you know when you get there?

One of the main reasons people don't get out of life what they want is because they simply haven't decided what "**that**" is. It is not enough to say I want to be successful ... I want a lot of money ... I want a fancy car. You need to decide exactly how successful, how much money, what fancy car. You probably don't want to hear this, but you first need to have goals. After you decide on your goals, it is then time to design a plan to achieve them.

For years I followed the philosophy that if I just kept working hard, success would follow. Then one day a mentor of mine said, "*Rob, it is not just how hard you work that matters ... it is also how smart. Digging a ditch is hard work, but it doesn't pay well.*"

I once heard you should have your personal and career goals (long and short term) written down where you will have to review them every day. It's been suggested to have a defined one year action plan, along with long term goals broken up in five year increments, resulting in your ultimate retirement objective. There are many schools of thought, so what should you do? I decided to find what they all had in common and then modified that with what I felt was best for me.

- ❶ *Decide on long and short term goals.*
- ❷ *Have both personal and career categories.*
- ❸ *Implement a plan to make them happen.*
- ❹ *Reward yourself when accomplished.*
- ❺ *Review them every day ... stay focused.*

**Remember,
if you don't know where you are going,
any road will do.**