

State your goals

The first step in successfully reaching a goal is to state it properly. The better you state the goal, the easier it is to create the action plan. We help clients organize and prioritize their goals for execution. While this sounds easy, it is not. This is why some of the most successful people in business and sports have a mentor or coach. People have good intentions but few reach their goals on their own. Here are the criteria to setting and reaching financial goals:

- **Specific** - You say exactly what it is you want to do. Hazy goals are doomed to failure.
- **Measurable** - The goal must be stated in a way that allows you to know whether it has been achieved. In addition, you should be able to see whether you are getting closer or further away from the goals so that you can modify your action steps accordingly.
- **Attainable and Realistically High** - Goals must be lofty enough so it gives you something worth working toward. If the goal is too low it will not stimulate you to put forth extra effort. On the other hand, if the goal is unrealistic you will be discouraged and will put off starting to work toward the goal.
- **Time-Based** - When do you want this goal completed? Retirement? Buying a home? Sending your kids to college? Be honest, are there goals you have talked about for years that are still on your to-do list? It is probably because you have not committed to a deadline.

If you want to achieve your goals make sure you have a process in place (a plan) to reach those goals. CALL us to see how we can make your goals a reality!