

YOU DIDN'T SET ANY GOALS THIS YEAR, DID YOU?

IF YOU DID, NEVER DO IT THE SAME WAY AGAIN.

BY CHRIS "CHUBBY" FREDERICK | CONTRIBUTOR

I HAVE often wondered why some years I achieve my goals and some years I don't. Sometimes I blame it on the goals being too lofty, or someone or something got in my way. I was listening to one of our senior coaches, Geoff Berman, explain it to a client and it helped me, so I wanted to share what Geoff had to say.

It is amazing how quickly time goes by — and the older I get, the faster time

seems to go. What a year 2013 was! As you look back on the year, whatever you see, I can make this statement with absolute certainty: There were things that happened in your life you can be proud of, and there are things you wish were different.

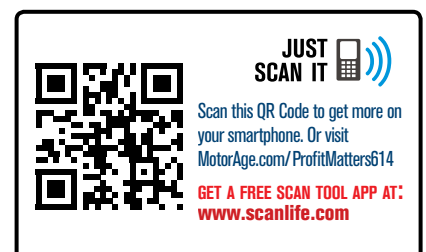
As a 10-year coach at ATI, I have noticed that as important as goal setting is, for most clients it simply doesn't work. So the last few years I have instructed my clients to stop making

New Year's resolutions and stop setting goals. At first, most of them thought I was insane at this request (that is certainly a possibility); but after I explained why, it became clear what I was asking them to do. For some, this was way outside their comfort zone and it took some coaxing. For others, it immediately made sense. For those who participated fully, they found it to be more effective than traditional goal-setting exercises.

Why It Doesn't Work

To understand what I want you to do, first you need to understand why typical goal setting just doesn't work. If you did set goals this year, take note of how many you missed, as you read why they typically are ineffective. As you reflect on the results, let it resonate why this process failed you. Here are five reasons why you don't accomplish your goals:

1. You were not specific. For example, maybe you have not taken a vacation in 10 years and you want to take a vacation in the coming year. So you set a goal to take a vacation this year. That is very generic. Be more specific: *I'm going to Cancun from Sept. 19 through Sept. 25 with my spouse and three kids.* This goal allows you to do many things. First, now you can figure out what it will cost and start saving for it. If you book it



WHAT IS A GOOD WAY TO BE ABLE TO REFER TO YOUR GOALS DURING THE YEAR? CREATE A GOAL POSTER AND HANG IT WHERE YOU SEE IT EVERY DAY SO YOUR RETICULAR ACTIVATING SYSTEM KEEPS IT IN FRONT OF YOUR BRAIN.

CHRIS "CHUBBY" FREDERICK [ATI CEO]

now, you likely will get it for less and be more accountable to its actually happening. Plus, you will have plenty of time to prepare your business to be successful during the week you are gone. To just say you're going to take a vacation is simply not enough detail to help this goal become a reality. The more specific you are, the more likely it is to happen.

2. You didn't date the goal. Keeping with the vacation goal example, you will notice when the original "take a vacation" goal was made more specific, part of that process included dates. This is very important when goal setting. If you do not set a date, you are giving yourself an excuse to miss it. There is nothing driving you, and at the end of the year when you did not accomplish that goal, you either transfer it to the next year's goals again or scrap it altogether. There is a reason why your offers expire when you advertise. The same concept is true here. Give yourself a sense of urgency, and it is more likely to become a reality.

3. You didn't refer to it constantly. How many times have you written down goals for the year only to put them aside, never to be seen again? Maybe you did refer to them when you started setting goals for the next year to see what was not accomplished, but they have been out of sight for most of the year. Without a constant reminder of what you want and when it is to be done, it is unlikely the goal will come to fruition. Post your goals somewhere where you see them weekly, or even daily. Maybe it could be the screen saver on your laptop.



4. You made a wish list, not a goal list. Let's be honest: If you look at goals you have made in the past, they are really not goals at all. Some, if not all of them, are just wishes — things you have written down that you are hoping for. If that is what you put on your goal poster, then you have failed before you even started. While things like "increase car count by 25 a week," "buy that childhood dream car," "become a millionaire" or even "go on vacation" might seem attainable eventually, they are likely not going to happen this year, and they are much less likely if they do not follow the rules. If you confuse your goals with your wishes, eventually you will give up on those wishes.

5. You didn't share your goals. As a coach, I can be a great resource to my clients in accomplishing what they want if that information is shared with me. Even if you don't, there are many people in your lives who will help you if you let them. Your spouse, friends and staff all should be aware of your goals. When you put it out there in the universe, the level of accountability rises. You should not be ashamed of your goals or feel they need to be kept private. Get them out there for all to see, and you will find yourself there before you know it.

A Much Better Way

I want you to take yourself to the end of the year. Once there, ask yourself what you accomplished. Instead of saying what you want, I want you to tell yourself what you've done. How does it feel to have accomplished that goal? I bet it feels good. Now I want you to describe that feeling when writing what you accomplished. Be as detailed as you can, as if you are writing a novel and you're trying to draw the reader in. If I read that goal, I want to feel how you felt when you wrote it. For example:

Not good, a wish: Clean and paint the shop.

Much better, your accomplishment: In June, I completed my cleanup project. I updated my shop for even better curb appeal. I cleaned out all the clutter and painted the lifts and shelving. It really looks great, and my customers feel a great sense of professionalism.

When I read that goal, I can actually visualize customers walking up to the service advisor and saying, "I really like what you've done with the place. It looks great!"

If you can get to that point with your goals, you can't help but accomplish them. If you want to succeed more often at achieving your dreams and goals, download the goal accomplishment cheat sheet for a limited time at www.ationlinetraining.com/2014-06.



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Chris "Chubby" Frederick is the CEO and founder of the Automotive Training Institute. ATI's 108 associates train and coach more than 1,150 shop owners every week across North America to drive profits and dreams home to their families. Our associates love helping shop owners who are having the same struggle as many of them have had, and who are looking for the same answers — and in some cases looking for a lifeline. This month's article was written with the help of Senior Coach Geoff Berman, a 10-year veteran at ATI.

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