

# THE CONFIDENCE AND PERSONAL SUCCESS WORKBOOK.

*Create a truly exceptional life using a  
SMARTER strategy.*

*by Steve George PhD*



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# Preface

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Hi! My name is Steve George and there was a time, not so many years ago that I was a total introvert. I would tell friends and family that I enjoyed my own company, and that I relished the opportunity to spend time alone, while they were out socialising and having fun, simply because I had no confidence and I didn't want to put myself into a situation where I would be outside of my comfort zone.

My self-confidence and self-esteem was so low, that I wouldn't even sing 'Happy Birthday' to my children in our own home, for fear of being judged!

Then at age 27, I was told I had, what was almost certainly a malignant brain tumour. For 4 days after the operation to remove it I was a virtual vegetable, my head was swollen to the point where surgeons were considering removing a part of my skull temporarily to reduce the pressure. I wouldn't eat, or drink and I didn't even recognise family. Then on the fifth day, although I don't remember it even now, I was told that the tumour was benign. Three days later I was at home with my family, no swelling, eating and drinking as normal, with no more treatment required except for an out patients appointment.

I realised then, that the problems I'd suffered following the operation, was because believing I was going to die from Cancer, my mind decided it would be best to shut down now and save me from the problems I might face in the coming few years. Then, on being told it was not cancer, my mind immediately got to work repairing itself.

This power that the mind had, completely changed my view of what we can achieve given the right set of circumstances. I decided then and there that I was going to use this information to improve my life. I qualified as a

Hypnotherapist, Psycho-analyst and NLP practitioner, then studied for my Ph.D in Clinical Hypnosis and rather than opening a normal private therapy practice, I've spent the time helping people reach their potential using various techniques and strategies. I found it difficult to accept that some people lack success in their lives, even when they were born into a way of life with infinite possibilities and yet others, who seem to have every disadvantage can achieve great success even when faced with the greatest obstacles.

With my training, self-learning and experience of dealing with hundreds of people over several years, one thing is clear... We control our own destiny and with the right tools, we can achieve whatever we want in life.

Now, before we get started, a little about my writing style.

I've always been the sort of person that likes to get straight to the point with my writing. My belief is that if you want to achieve anything, the best way is to just get on with it!

With everything I write, you'll find that I don't spend time with 'buff and bluster'. Where ideas or concepts need an explanation, or I feel that an example would be helpful for your progress, of course I'll provide it.

My intention and desire is not to deprive you of interesting information, but to provide you with everything you need and nothing you don't.

If you have any additional, relevant questions, I can be contacted by email and I'll do everything I can to answer them for you, although it might take a few days to get back to you.

So, with that out of the way, let's begin by asking the question, ***"What is self confidence?"***

Well, being self confident means believing in yourself and your abilities. Being able to trust in yourself even when the outcome is uncertain.

Although at the moment, you probably feel you'll never have any self confidence, it's important to remember that we can decide to be confident, or carry on as we are. The main reason people continue their journey through life wishing things were better, yet never seeming to get there is because they're not aware of the reasons for their current situation and therefore, they don't understand how they can change their situation.

That's one of the things that we're going to cover in this workshop, because without understanding why you react to situations the way you do, you won't have the knowledge that will drive you on to achieve more.

Once we've come to terms with the reason for our past, we'll begin the process of improving our future.

When it comes time to complete the practical side of the workshop, make sure you're able to put aside the time and energy it requires. Taking the time from your life now, for a lifetime of self confidence and success has to be worth it doesn't it?

If you're ready to change your life, let's get started!

# Why we act the way we do

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On average, your senses are subject to 64 Billion bits of different information every day. The average human is only capable of processing about 2000 of those bits consciously. This means that every day your sub-conscious mind has many millions of choices to make. It instantaneously analyses every piece of information coming in from your senses and decides which bits to grab a hold of, and which bits to delete.

The tools it uses are your belief structure, your wants and needs and your previous experiences that have either created pleasure for you, or steered you away from pain.

I'll give you a couple of examples; at one time, or another you've probably been looking to buy a car. You spend some time looking and eventually decide on a make and model. Once you've made that decision, you'll suddenly see the same make and model car as the one you want, everywhere you go! Before you decided on that particular car, you probably didn't realise it was so popular, but now you want one, it seems as though everyone else decided to buy one at the same time and you see a dozen of them on your way to the shops!

Obviously, those cars were always there, but your sub-conscious didn't think it was necessary to point them out before, because they had no relevance.

Alternatively, no doubt you've been walking down your local high street or through a shopping mall, etc. and through the loud hustle and bustle of shoppers, you hear someone call your name and you turn to look.

Your sub-conscious mind is always looking and listening for anything that may be relevant to you.

As an adult, our lack of self confidence generally stems from the people we respect during our upbringing, accidentally, of course. When we're growing up, especially in our early teens, we often see our peers with all of the 'stuff' we'd like to have. They have a better bike, or get more pocket money, or have the latest video games, etc. and we're disappointed that it's not the same for us. Our parents and other loved ones kindly tell us things to help us become happy with our underachieving lives and be content with our current situation. For years we've been told things like; *"I'm afraid money goes to money"*, or *"they've got those things because their parents have money"* to *"rich people are arrogant and conceited"* and *"you're a good person and if you do too well in life, you'll lose all of your friends"* At other times we're told things like; *"children should be seen and not heard"* and *"if you don't get good grades at school, you'll never get a good job"*.

None of these things are necessarily true, but we accept them as being true, because we've been given this information by our parents and other people we trust... we are all subject to FEAR.... False Evidence Appearing Real!

We believe we're being told the absolute truth and even though as we grow older we see things every day that disprove these 'facts', the original belief structure is in place and we seem powerless to push it away, often saying things to ourselves like "there's always going to be an exception, he/she must have just been really fortunate".

However, there are literally hundreds of examples of people who decided not to believe these stereotypes and have used their self confidence and self belief to reach extraordinary heights; Lord Alan Sugar started by selling car aerials and electrical goods out of the back of a van that cost him £50, to begin his Amstrad(**A**lan **M**ichael **S**ugar **T**RADING) company. This is the company that manufactured all of the SKY Digital Satellite boxes. Oprah Winfrey has been ranked the richest African-American of the 20th century, the greatest black philanthropist in American history, and is currently North America's only black billionaire, yet she was born into poverty to a teenage single mother, was raped when she was 9 and fell pregnant at 14.



Sir Richard Branson started his Virgin record business from the crypt of a church where he advertised records for sale in *'The Student'* magazine. Duncan Bannatyne of **'Dragons Den'** began by buying a worn out Ice Cream truck for £450.

These people weren't fortunate. They had a plan, a determination to follow it through and a belief that as long as they never gave up, they would be successful and so it proved.

So why then, do so few people have this drive and determination? Why is it that so many people drag their feet through life, determined to be just as good as they've been told they should be?

Humans, like just about every other living organism thrive on consistency. They have a need to be certain that things are going to progress a particular way.

Would you say that you like surprises? It's pretty much guaranteed that you do.

I would say that you're fooling yourself. What you actually like are surprises that you WANT! A surprise party, a visit from a loving relative you haven't seen for years, or a gift from a loved one.

What you don't like are the surprises you don't want like a letter from a creditor telling you that you owe them £1000 and you have seven days to pay, or a letter from the Police telling you that you were speeding. Whether you like it or not, you crave certainty and even if it hurts you in the long run, you'll do whatever it takes to make sure you keep it.

The trouble with us humans is that we tend to behave like the **Pine Processionary Caterpillar...**

When a caterpillar leaves the nest to forage for food, it leaves a trail of silk which enables the caterpillar behind it to follow the thread. As each caterpillar in the nest follows the silken trail, they begin to walk in single file, nose to tail and move along like a miniature train sometimes dozens of creatures long.

There is nothing special about the lead caterpillar, it doesn't have any special skills, or experience, it just happens to be the one at the front. It walks along in search of food, with all of the other caterpillars following blindly behind it, with the expectation that the lead caterpillar has more information and so knows where it's going.

On 30th January 1896, the French naturalist, **Jean Henri Fabre**, decided to see how powerful this habit of each caterpillar blindly following the one in front, really was. What he discovered was that this behaviour not only gives the caterpillar its name, but also a deadly characteristic.

He took a flowerpot and carefully placed the caterpillars in single file around the circumference of the pot's rim. Each caterpillar following the one in front until the first caterpillar was following the last. There was now no longer a leader, just a circle of marching caterpillars, each one believing the one in front knew the right way to go.



He then placed the caterpillars' favourite food, in the middle of the circle created by the procession around the rim of the flowerpot. Each caterpillar followed the one ahead, thinking that it was heading for the food because that's what they believed to be true. Round and round the caterpillars went for seven days and seven nights. After a full week of this mindless activity, the caterpillars started to die from exhaustion and starvation.

All they had to do to avoid death was to stop the senseless circling of the flowerpot and head towards their goal of food which was less than six inches away from them. However, the processionary caterpillars were fixed into this routine, this habit created by their beliefs, and they couldn't extricate themselves from this mindless behaviour.

They mistook activity for accomplishment.

We humans operate from the same principle. We tend to believe what we're told is true, by people we believe know better than us. This however, can stop us becoming the person we truly are. Obviously, we don't generally risk death from blindly following the beliefs put upon us by others, but several facets of our *'being'* die off, because we often don't believe we're capable of being that successful, confident, outgoing and passionate person, deep down we know we want to be.

The human mind is a very sophisticated machine that's determined to be right all of the time. Every day it makes dozens of decisions that ensure our journey through life is exactly how we believe it should be. If unconsciously we believe that we're exactly where we should be in life, the mind has done its job and is happy. We can keep telling ourselves that we want to be more confident, happier, richer, more successful, etc. but if unconsciously, we believe things like, *'you need money to be successful'*, or *'we'll lose all of our friends if we make too much money'*, our subconscious mind will do whatever it needs to, to make sure we stay exactly the way we are.

According to the [Oxford Dictionary](#), a Belief is;

*'an acceptance that something exists, or is true, especially one without proof.'*

So, if a belief is an acceptance that something is true, even without proof, why do we attach so much relevance to it?

Simply because we naturally react the same way as those Pine Processionary Caterpillars; we believe that what we're told is true and because we don't appear to have any contradictory experience of us being confident, or successful for our minds to refer to, our need for certainty overpowers our need for change.

As [Zig Ziglar](#) said.... ***"Man is designed for accomplishment, engineered for success and is endowed with the seeds of greatness."***

All we need to do is make the steps to success small enough to allow us to build momentum and start to change our belief that we can't ever be confident, or succeed.

Each small success builds confidence in ourselves and with that confidence and raised self-esteem, automatically comes a belief that we can succeed again, until eventually, success and great self-confidence becomes second nature.

If our self-confidence is so low that we don't really believe we'll be a success, our minds will make sure that becomes a reality.

Nothing builds confidence and self-esteem like believing we're able to be successful at anything we try and nothing builds success like momentum.



So, to change our beliefs and provide experiences of when we were successful and confident for our minds to use, we need to record some successes. That, in essence, is what this workshop will provide. A structured way to go from your current situation, to the one you've always dreamed about.

You can have and be anything you want in this life and by the end of this workshop you'll have all of the tools necessary to begin making that dream a reality.

97% of people in America don't have any written goals. Is it any wonder that only [4.6% of the American population are Millionaires](#)? This is generally due to the same F.E.A.R. that we mentioned earlier.

We believe what *'more experienced'* people tell us is true, which generally leads to a lack of self-confidence. People without self-confidence, don't believe they're strong enough, courageous enough, wealthy enough, or (*insert excuse here*) enough to be confident, or successful. They can't see that they're capable of achieving anything, so they don't even try, leading to a low self-esteem!

Setting and achieving goals will do wonders for both of those issues, but it has to be done properly, using a proven structure and process.

The process you're going to learn about today.

# Introduction to Goal Setting

If you're one of the tens of thousands of people who suffer from a lack of confidence or a low self esteem, one of the best things you can do is learn how to set and, more importantly, achieve goals that *stretch* and *challenge* you as a person.

Positive Goal Setting is a skill and like all skills it can be learned.

As I'll explain later in this workshop, everyone has experience of setting goals every day. Everyone achieves success in these goals with very little effort. The problem comes when the goals seem to need a lot of effort to reach them.

A goal in its simplest form is a desired result a person conceives, plans and commits to achieve. Getting up at 7am for work in the morning is a goal, for example.

The type of goal that moves you forward in life, builds your self confidence and drives you on to live a life full of passion, excitement and confidence, has to stretch your abilities and be sufficiently high, that achieving it seems at the very least, quite difficult. Because we all achieve goals every day, to change a long held belief, we need to prove to our consistency hungry mind that we're capable of disproving that belief and that takes some effort.

As long as the goal is seemingly difficult to achieve, its accomplishment will push you towards your desired outcome of greater self confidence, even if you accomplish it using a strategy that makes it relatively simple. It's the momentum of success that make the difference as much as the actual



completion of the final goal. If we go back to the original 'everyday goal' that I mentioned earlier, it's just two steps....'set the alarm clock for 7am and then get up'.

What you need is a goal, or series of goals that require several steps to complete them. Then, not only does this give you a higher target to aim for, but also allows you to record several smaller success along the way.

Every aspect of your future can be mapped out, planned for and achieved if you go about it in the right way.

Confidence, like everything else, comes with practice. The more successes you have, the simpler it becomes to believe in your abilities. The more confidence you have in your abilities, the higher your self-esteem becomes, which again builds more confidence.

This is what I call the Success Cycle. There is however, also its nemesis, the Cycle of Despair. That's probably the one you spend most time in at the moment.

This cycle occurs when your belief structure stops you from achieving some, or possibly all of the things you dream of in your life. You may try something once, or possibly twice and fail, so you give up. You may say things to yourself such as, *"I knew I wouldn't be able to do it!"*, or *"I should have listened to my parents and got better grades at school, they said I'd never amount to anything if I didn't"*.

Whatever it is you say to yourself, you're battering at your self-esteem and constantly crushing your level of confidence in anything you try to do. When you get into this cycle, the more times you fail, the lower your confidence becomes, which in turn lowers your self-esteem. With a low self-esteem, your confidence reduces even more, etc.

Every day we set dozens of goals for our life. Some of those goals are positive; for example *"today I'm going to ask that girl in accounts to go for a drink with me!"* Some goals are neutral, *"I must remember to write next week's appointment in my diary"*, and some goals are negative; *"Why am I such an idiot!!!"*

The goals we set for ourselves everyday are usually not the best and generally speaking, we don't often see them as goals. Every time you ask your mind to achieve something, you're setting a goal.

The statement *"Why am I such an idiot!!!"* is a goal for your sub-conscious mind to achieve. It will accept it as a fact and search through its memory banks, looking for every time you were an idiot, then it'll present the *'proof'* to you. A goal like that'll do wonders for your self-esteem!!

It's time now to choose a path that puts you squarely on the Success Cycle, build all of that suppressed confidence you're hiding inside and release your explosive self-esteem!



# SMARTER Goal Setting

The purpose of reaching goals is not generally to get *things*, but to become the kind of person you want to be.



At the end of your life, you don't want to be surrounded by things, but wouldn't it be great to know that you've lived a life that was exciting, and fulfilling. For example, making £1,000,000 would be great, but being the sort of person who can manifest total abundance for themselves and their family and friends, being a person that has the ability to do the things that you've always wanted to do, or give more to charity, or help

others, etc. will motivate you much more than just having the money.

Let's give you a quick example;

Imagine that one of your goals is *"I want to have £1,000,000 in my bank account within three years"* Now imagine that I was to put £1,000,000 into your account. Goal achieved. Wouldn't that be great?

But, what if I was to say, *"You can keep that £1,000,000, but you must never spend it, or any of the interest it makes"* ? You see, you don't really want £1,000,000, what you want is the feelings, emotions and experiences having that money would give you!

When you're [setting goals](#) for your life, more time and energy needs to be spent on '*personal development*' goals, than you spend on '*thing*' goals,

because although it's great to have lots of things, it's feelings and emotions that bring true success, happiness, confidence and self-esteem.

Once you've set your goals, one of the major problems people encounter is they don't pursue those goals consistently, they generally do it once a year... at New Year's, then after following through for about a week, they never bother with it again until next New Year's when they look at it and say, "oops!, that didn't work so well!" and they set a new one!

More than just setting positive goals and consistently pursuing them though, you must be certain of your reasons for wanting them... purpose is stronger than outcome. If you're just setting a goal, but you don't know exactly [why](#) you want it, it'll drift into the ether like every one of your new year's goals.

I believe setting Goals works because our thoughts become things, whatever we focus on, will become real. If you know why you want each goal, maintain a consistent focus on them and review them regularly you'll begin to make a distinction between where you are now, and where you want to be. You'll become excited by the possibility of the future and become dissatisfied with the way things are now.

Once you have that basic dissatisfaction about the way things are now, the pressure you feel will drive you on to greatness. But again, you need to know WHY, not HOW you will achieve those goals first.



It's having a commitment to a purpose that'll give you the energy to get there, once you've got that drive, you can then see all the different ways of achieving it.

When you're completing the practical part of the workshop, you mustn't be disturbed, so make sure the phone is turned off, or diverted so you won't be interrupted. Also, let your loved ones know you're going to be busy for a while and you don't want to be distracted.

Each of the Goal Setting areas will have a time span. Try to keep writing all the time, don't get distracted and write whatever comes into your head, no matter how silly, or irrelevant it may seem at first.

Before you begin, put yourself in a state where you believe that you can achieve anything in life, imagine you're in a world where you can have anything you desire, there are no limits and nothing is impossible. A world where no matter what you try, you'll be successful.

You're now ready to begin the journey.....

# Beginning the Change

This workshop concentrates on three main areas:

- Personal Development Goals
- Materialistic, or 'thing' Goals
- Financial Goals

Begin by grabbing a notebook, or some sheets of paper.

Each section has a time allocation. This is the amount of time you should spend completing the list of your goals in that area. Set up a timer, or have a watch by your side and don't stop writing from the first second to the last. Use every second to make your list, open up your mind and let it go wild! List every single thing you can think of, worry about the 'how' later on, for now, just go crazy!

Imagine that nothing is impossible and you can have everything you want.

Put yourself in the mind of a child. If you were to ask an adult what sort of house they'd like to live in, you'll probably get a response like "*As long as it had a garden big enough for the kids to play in and three bedrooms, I'm happy*"

*Ask an eight year old the same question and you'd get, "I want to have two bedrooms just for me, one for my toys and one for me and my friends to sleep in, a huge tree house that's big enough for all of my friends to come around and play in, a swimming pool, no make that two swimming pools, one for me and one for my Sister", etc., etc.*

Children aren't constricted with their dreams like adults are. They haven't yet been restricted by other people's rules on what's acceptable, so think like a child!

In each area, I'll give you an introduction, with some ideas to get your creative

juices flowing and remember, keep writing throughout the allotted time.

When you see the amount of time you have for each section, you'll probably think that there'll never be enough time and it will go quickly, but that's the idea!

By moving quickly, the things on your list will be the ones that are most important to you, the things you truly want to achieve, because you won't have much time to think about it, so your sub-conscious will help you complete your list.

Now it's time to begin so if you don't have the time to spare at the moment, put this book down and come back to it when you do.

If you're ready, grab your paper and let's begin.....

# The Workshop

For the first part of this workshop you'll need three pages. One for Personal Development Goals, one for the Thing Goals and one for the Financial Goals.

To be most effective, you should complete this part of the workshop undisturbed and in one sitting and it shouldn't take you more than an hour.

So, we'll start with your Personal Development Goals. You'll have 5 minutes to complete this section. So, use the Personal Development Goals sheet and list your goals as you think of them, don't worry about ordering any importance, you'll do that later.

These are your emotional goals, mental and social goals, how you want to be physically, etc. The sort of person you want to become, etc. Career dreams, what skills would you like to master? What fears would you like to conquer? Who would you like to study with, or meet? Where would you like to go to learn? Do you want to learn a new language, or visit another country?

Would you like to learn to dance, or sing, write a book, or give seminars, etc. Would you like to live in another country, swim with dolphins, or climb a mountain, etc. Would you like to be better at time management, or people management, study under a particular scholar, or is there anything else you'd like to do, or see? What would you like your character traits to be, how would you like to be remembered?

Begin now.

Now you've got your list of Personal Development goals, spend 2 minutes separating these goals into things you want to achieve within one year, things you want to achieve within three years, five years, ten years and twenty years.

You can mark these times at the side of each goal.

Once you've decided on a time span for each of the goals, decide on your top three, one year or less goals.

Write these three goals beneath your list, or on the back of the page and then spend two minutes on each of these goals writing a paragraph explaining why you are absolutely committed to achieving this goal within one year.

Remember that you have to know WHY you're going to achieve it, way before you know how to. Don't worry about how you'll achieve it at the moment; just give yourself the drive and leverage to do it!

Next is your Materialistic, or 'thing' Goals. You have 3 minutes to complete this one. You'll most likely find this one the easiest to answer, because for years you've probably made a list in your mind of the things you'd have if you won the lottery, etc.

Materialistic things you want to have in your life. Maybe you want a new Mercedes, or a powerboat, etc. If there were no limits financially, what would you have?

Would you have a home in another country, maybe a helicopter, or jet plane? How about your own music studio, or dance club. Perhaps you'd like a collection of rare sports cars, or vintage motorcycles, or maybe even your own tropical island? Perhaps you'd like to own your own restaurant, or a home with 2 swimming pools?

Grab the next sheet, title it 'Thing Goals' and Begin now.

Again, once you have your list of goals, take two minutes to give each of them a one year, three year, etc. target date, then again pick your top three 'within one year' goals and write them down below.

Once you've done that, spend two minutes again writing down why you'll achieve these goals within one year.



Finally, we'll look at your Financial Goals. You'll only have 2 minutes for this one.

Let your mind go berserk. If you'd like to be earning a million a year, that's fine. If you want 5 million in savings, that's fine too. Do you want to set up a savings fund for your kids, or grandchildren? Do you want to have investments, or property development to give you future income? Do you want to give £100,000 a year to charity, or set up a scholarship fund for the local community? Be able to help struggling local businesses with financial investments, etc. Anything financial can be added to this group. Again, it can be anything so don't let yourself become restricted by your current situation.

Use a new sheet titled 'Financial Goals' and complete it as before.

Again, pick out your Top 3 and write a paragraph for each as before. Get committed!

You now have a list of goals in three separate areas of your life. You also have your top three, one year goals in each of the areas and reasons to achieve each of them.

Create a clear picture in your mind now of how you'd feel if all of these nine goals were achieved within the year? How would you feel mentally and physically if you were *that* person right now? Imagine what you'd be doing, who you'd be doing it with.

Once you've got this picture fixed in your mind, you need to experience it mentally, so also imagine the smells and sounds that are around you. Actually put yourself in the picture, look at your improved situation through your own eyes, and experience those sights, sounds and smells.

This is the end of the first stage and should be the minimum you complete in one sitting, without interruption.

If you have time now, continue on. If not, set yourself a goal to complete the remaining steps by giving yourself a deadline.

If you've decided to continue on, well done for dedicating the time to plan your confident future! If you're coming back after a short time away, well done for being dedicated enough to make the time necessary!

Either way you've just registered another success to add to your arsenal.

Now you're probably concerned about how you're going to achieve this great feat? Well, no matter how difficult it seems to be at the moment, between us, we're going to break it down and make it as simple as we can.

The next stage is to evaluate your chosen goals and give them the structure they need to ensure your success.

The greatest success will be gained if your goals are SMARTER.

**S** - Specific

**M** - Measurable

**A** - Achievable

**R** - Realistic

**T** - Time dependant

**E** - Exciting

**R** - Recorded

**Specific** - *The goals you set should be absolutely specific. For example, "By the end of August this year, I will be able to comfortably present the Company's full financial report at our Annual General Meeting and enjoy the process." A non-specific goal would be "This year I'll be able to speak in public"*

**Measurable** - There must be a way of knowing, without doubt that you have achieved your goal. The first example above is measurable, if you present your report at the AGM and enjoy doing it, you've succeeded.

In the second example however, it's very vague.... speaking in public could be talking to a friend in the park, asking a stranger for directions to a new location, or hundreds of other scenarios.

**Achievable**- Is the goal something that is achievable. For example, if your goal was to have the power of un-aided flight. It's probably not achievable. If your goal however, was to invent a device that meant a person could skydive without the need for a 'conventional' parachute, that may be achievable.

**Realistic** - Don't set yourself goals that will be too difficult to achieve within the timescale you've set yourself. It's no good setting a goal that says *"I will be earning 10 times my current income within 12 months, doing the same job, but much more efficiently"* Chances are, unless you're a bank robber, or con-artist, *'it ain't gonna happen!'*

Also, do you believe that your chosen goal is achievable by you, maybe you'll need some extra training, or gain some more, or different experience, etc. first, but once you have all of the information you require, is it possible you could achieve it? This cuts out goals that are either too difficult to achieve, or are not physically possible and maybe you need to restructure your goal.

**Time Sensitive** - You must add a date to your goals. Without a timescale, your goals are just dreams. Although the dates may change as you move through the necessary smaller steps on the road to achieving your goal. As you progress, you may come up against things you weren't expecting, a fork in the road may take you off-track for a while, or alternatively, you may find that some things were remarkably simpler than you expected.

**Exciting** - As I said a few moments ago, the most successful goals are those that you're passionate about achieving. Once you've decided on your goals, make the steps to achieve them exciting and if possible, fun! The human mind loves to do things that give you pleasure, so make it easy.

**Recorded** - This final step is one of the most important in the process. Most people give up on their goals simply because they fail to focus on them often enough. How many times have you set a goal at New Years, only to realise three weeks later that you're still doing the things you were supposed to be giving up? Failure to focus equals failure to achieve, so write it all down and keep copies where you'll see them every day.

Okay. Now that you have your lists and you know how to make them SMARTER, it's time to analyse your goals.

Start by looking at the first of your goals in the area of Personal Development.

Is it specific? In other words, does it explain exactly what the outcome of this goal is?

If it is, then write it down on a new sheet of paper, or a new page in your notebook. If it isn't, re-word it so that it is specific and then write it down.

Next, make sure the result is measurable? How will you know when you've achieved it? Add how you'll know below the goal, on the same sheet.

Is it achievable? Is this goal something that's physically possible to achieve?

Is it realistic? It is something that you can achieve (*even if you need more resources first*) within the timescale you've set?

Is it time specific? Have you attached a deadline? Remember, without a deadline, it's just a dream, not a target to achieve. Currently, you only have 'within one year' as a timescale. You now need to allocate a specific date to your goal, so choose an achievable completion date and add it to the sheet.

Is it exciting? Does the thought of fulfilling this goal excite you, or is it just something you'd like to achieve? If this goal doesn't excite you, your chances of achieving it long term, decrease substantially. So if you're having trouble getting excited by it, maybe you need to look more closely at why you want it?

You may find that the goal you've set doesn't excite you, but something that it'll help you become does. If that's the case, your goal should perhaps be to become that person?

Once you've got your goal identified, take a new sheet of paper and spend a few minutes making a list of all the things that'll need to be in place for you to achieve it. Eg. If your goal was 'to be running a successful Widget retail store', then your list could include *"I need to take a business taxation course"*, or *"I need to arrange finance for stock"*, etc.

When there's nothing else you can think of, add these smaller steps to the sheet.

Now that you've clearly identified your goal, you've allocated a specific deadline and you have a list of actionable tasks, you need to build up leverage on yourself to help ensure its success. You do that by giving yourself as many reasons to succeed as possible, as well as identifying all the pain you'll feel if you fail to succeed.

You should complete this bit in the same place that you listed the goal on, but to begin with, it'll be worth grabbing a new sheet of paper and using it to list all the items. Be as specific as you can and don't leave anything out. List all of the small reasons as well as the big ones!

These should include personal reasons as well as tangible ones, for example a benefit may be that because you'll be doing something you love, you'll be more 'present' with loved ones, or you'll have more money to spend on vacations, etc. The pain you might feel for failure may be that you have to get up every day and work at a job you hate with a boss who doesn't appreciate you, or if you don't succeed, you'll never be able to experience the pleasure of supplying world class widgets to the people who need them, etc.

You should also put down what it would mean to you physically and mentally, eg *"achieving each step along the route to my goal, will boost my confidence in my abilities, allowing me to take greater calculated risks in my business."*

Also, list any barriers likely to prevent your success. These could include un-supportive friends, or family, lack of money, or experience, etc. Then list how you will deal with these barriers, so they don't become an issue.

Any reason you can think of is a good one, the more reasons you give yourself to succeed, the better it will be. It's also worth remembering that people will do a lot more to escape from pain than they will to experience pleasure, so make sure you spend plenty of time writing down all the pain you'll feel and any barriers you might face along the way!

Once you have a nice long list, add them to the sheet and use extra pages if you need to.

Now that you've decided on your goal, listed all the smaller steps necessary to reach that goal and you've made sure that they all meet the SMARTER criteria, the next step is to break each of those smaller steps into the actionable tasks that will achieve it.

Start a new sheet for each of the smaller steps you've identified and add one step to each page. Each of these steps is another smaller goal and should also meet the SMARTER criteria.

Once you have your 'Step goals' written down, list out the action steps you need to take, to achieve that step goal on the page.

For example, if one of your step goals was to take a course in business taxation, then your actionable tasks could be,

1. Contact my local business forum to ask for advice on local courses.
2. Contact each of the recommendations and ask for a prospectus.
3. Compare each prospectus then make a decision on which course to take.
4. Book a place on the next available course.

You can break your steps down into as many tasks as you need, just make sure that each of the tasks is specific. eg. *"check on the internet for where I can do a course on business taxation"* isn't specific; *"contact each of the recommended suppliers of business taxation courses"*, is specific. Remember, as with the goals, each task needs to be measurable; you need a target so you know when you've achieved each one.

Once you have all your tasks written down, assign each of them a deadline. Obviously, some of these deadlines may change, especially if the completion of your task is reliant on waiting for information, but assign one anyway and change it if you need to later on.

You should now have all of the actions necessary to achieve your first goal.

The problem facing you now, is most likely you have a 'mish-mash' of tasks that don't have any structure. The final module of this workshop will help you with that!

You should take the time now, to create a simple chronological list of tasks that you can work your way through, from top to bottom.

You can either add them to a new sheet, putting the first thing you need to do, first in the list, then work your way down until the final task is at the bottom, or just place a number next to each one, in the order you'll do them in.

That is the first of nine goals, set up and ready to be completed. You should follow this process now for at least one item in each of the areas and ideally all nine. Then, write your plan for your other goals as soon as you can. I've often heard it said during Goal Setting seminars, that there simply isn't enough time to complete all of this work. My response is to ask how long it's taken to get to the stage they're at currently?

Sure you can continue to set your goals the same way people do every year, choose a goal, think about it for a bit, then forget about it until you realise your back at square one, or you can decide now that your future is important enough to spend the time creating it!

A survey in the Journal of Clinical Psychology (1-1-2014) found that a person who explicitly sets goals, is 10 times more likely to achieve them than a person who just has vague idea of what they want to achieve.

62% of Americans set at least one goal per year, only 8% of those achieve them! Of that 8%, just over half (64%), reach their goal and keep it for one month before slipping back, 46% last past 6 months.

This means that less than 4% of people who set goals, manage to maintain them once they've been achieved. By completing this short course, you have done what more than 96% of people who set goals have failed to do; you have a written, achievable plan of every step necessary.

If you look through your list of tasks, everything you need to do in order to reach the one thing you dream about doing, having, or being, is right in front of you. Every task you complete builds your confidence and increases your self-belief.

The only thing left to do now in order to complete the workshop, is take action on your first task!

There's one golden rule that you mustn't forget and that is;

**Never leave the sight of setting a goal without taking some form of action towards its achievement.**

It doesn't matter what that action is, it could be something as simple as making a telephone call, or asking for a brochure, etc. Whatever it is.... do something! Then every day, do something else, even if it's just going through the goals again and checking that you're still on track.

Remember to check back every now-and-then to remember how you'll feel when you've achieved these goals. Check your goals, take action and achieve!

You can and should add new goals to your list along the way. Once you've achieved a goal, you'll sometimes find that it encourages you to set a new goal that you hadn't thought of before.

Finally, there's a few points I'd like you to remember;

Don't fall into the trap of believing that everything will be fantastic when you've



achieved your dream. Once you get there, and you will, you'll have other desires that you want to realise. Go through the same process with those goals and you'll get them too!

It's taken years to perfect your low self confidence and become drained of self-esteem, don't expect that simply writing all of these things down will solve your issues, it won't! You have to remember to take some form of action on your goals every day. Without momentum your job becomes infinitely harder, but practice every day and it'll soon become second nature.

Time should never be an issue for failing to write your plan. Everyone has the same amount of hours in the day, no one gets more than that, and no one gets less. The trick is to spend the time that's 'wasted' on unimportant tasks, like watching two hours of TV every evening, or popping down to the Pub with your mates, on things that will really create a difference in the lives of you and your loved ones.

And lastly, whenever you achieve a 'Step Goal', congratulate yourself on a job well done and allow yourself to feel successful. Remember that small successes are as powerful as the big ones when building your confidence, so let yourself be proud of your achievement!

# Top Tips

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To end this workshop, I'd like to give you some ideas that have helped me greatly over the years. These tips will keep you focussed and give you the drive and determination to continue on, even if at times, it becomes difficult to see the light at the end of the tunnel.....

## Start a Journal

Journal is probably too glamorous a word for this exercise really, but one of the most helpful things to do when you're building your confidence is to notice and be grateful for the things you already have in your life.

It doesn't take much time. I usually spend about 15 minutes at the end of the day to record the good things that have happened that day. It could be something as simple as a stranger giving me a smile, or wishing me a good morning. It could be having the resources available to order a pizza for dinner. We all have things and people in our lives that we take for granted, that people in other circumstances will never be able to have.

If you resolve to take just a few minutes every day to record these moments of joy, you can re-read these 'happy' memos to instantly lift your mood on the days when things are getting you down.

You should also use this journal to record your daily successes, however small they may be. It could be finishing a report for the monthly meeting, or managing to get to lunch on time, etc. If you look for them, you'll find many successes every day.

You can use whichever system you're comfortable with. It could be just a few notes in a small, pocket sized notebook, or a daily report in a multi-functional diary app. The content is far more important than the device.

## Review your Goals

It's important to review the goals you're currently working towards, every day. You should take a few minutes to review what you're aiming for and the action steps you still need to take to get the finishing post.

The mere act of reviewing your goals, even if you do nothing else, reinforces them in your mind and reminds you of why you're trying to achieve them.

You should also, at least once a week, take the time to close your eyes and visualise again how you'll feel when you actually reach your goals. Remember to use all of your senses and actually experience the emotions, visualise the way you look and hear the sounds that surround you when you become that confident and successful person.

## Take Action

The final three things you need to do are 1. Take action, 2. Take action and 3. Take action.

You can spend weeks, or even months planning your future. Visualising how things will be when you're super confident and spectacularly successful, but if you don't take any action, you'll still be exactly where you are now, in ten years time.

Sir Winston Churchill said "*Continuous effort - not strength or intelligence - is the key to unlocking our potential*", so make sure that every day, you take some action towards at least one of your goals.

So finally, I wish you well in your confident and hugely successful future.

*Steve*

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## Inspirational People:

I have learned a great deal from some very inspirational people over the years. Some of them deserve a special mention;

[Paul J Meyer](#) had a great interest in personal development and success from a very early age and used goal setting techniques to propel his professional career to become a Millionaire by the age of 27.

[Anthony Robbins](#) began his professional life promoting seminars for the motivational speaker Jim Rohn. Tony is now one of the most sought-after inspirational speakers on personal and professional improvement on the planet.

[Zig Ziglar](#) was a motivational speaker and prolific author of self help books.

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# Other Books by the Same Author

## Goal Setting:

- How to set SMARTER goals

## Personal Development:

- The Confidence & Personal Success Workbook
- Self Improvement for a Successful Life
- Improve your life with Self Hypnosis
- Simple Steps to Supreme Self Confidence

## Coaching:

- How to build your own Life Coaching Welcome Pack
- The GROW model of goal setting for coaches

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