

Characteristics of Successful Goals

Types of Goals:

Internal	Changing on the inside, being different or more masterful, maturing, attitude changes.
External	Physical Tangible, able for all to measure and benchmark from
Skill Based	Goals that help you do something better. Communication, networking, relating, managing, decision-making

Techniques:

Clear and Specific	Use numbers to quantify what is to be accomplished. This provides a way to measure progress and establish a baseline and a target.
Written:	Writing down the goals helps to ensure physical commitment to accomplishing the goals. Let yourself, your team, and your supervisor know, too.
Visionary	Pictures/Images are the brain's dominate mode of storing information. Also, verbalizing the goals helps motivate you and others.
Realistic & Challenging	Create a Stretch Goal which motivates you to Achieve it.

Effective Goals are SMART Goals:

S: Specific
M: Measurable
A: Attainable
R: Realistic
T: Time Based

Formula for Writing Goals:

To _____ by: _____ by: _____

© 2000-2002 Cynthia Stringer



Cynthia H. Stringer, PCC, CMC
Chicago • San Francisco • Los Angeles
www.successbydesign.net
Cynthia@successbydesign.net

888-610-8967

Networking Your Unique Contribution

Reward Yourself	Create positive reinforcement for each accomplishment. Appreciate the journey.
Focus on What's Working	The more we focus on what is working the easier to create a strategy for positive results. What we focus on expands.
Involve People	Creates psychological ownership involve all staff members in goal-setting
Integrity First	Based personal and professional goals on integrity and wholeness. Tell the truth and build from there.
Imagine A Result	Visualize and create your personal and professional worlds and work with others.
Keep Your Agreements	Be a person of integrity and honor. Do what you say, and say what you do. Be known for something.
Make Goals	Make goals based on overall vision and mission. Find out what is needed and wanted.
Communicate	Share with others your excitement and passion. Enroll others in your vision. Appreciate others.
Simplify	Create a simple and streamlined operation. Don't allow yourself to get off purpose. Say no and delegate.
Be Committed	Expand your responsibility (ability to respond/not react), empower others, be of service.

□ 2000-2002 Cynthia Stringer



Cynthia H. Stringer, PCC, CMC
Chicago • San Francisco • Los Angeles
www.successbydesign.net
Cynthia@successbydesign.net
888-610-8967

Energizing Your Network

Preparation: Grab the attention of your audience and potential referrals by providing information that shares with them your unique selling proposition. What can you share in your 30 second introduction that can give them a sense of HOW you can serve them. After they are interested then you can go into more details about the specifics of how you provide on your promise. Take the time to articulate your vision, purpose and values. This will assist in your ability to fine tune what it is you are offering, the types of clients/employers, etc. you are looking to attract.

Be a friend to have a friend: Make notes of what is important to people in your network. Remember their anniversary, birthdays, special events, children's birthdays, etc. Learn to celebrate other people in your network's successes. Remember the little things such as sending articles that you know a contact might appreciate, an appropriate thoughtful gift, an invitation to an event you know would interest them, etc. Include a short written note that can be as simple or elaborate as you want. Ask them about themselves. Get them talking about what gives them passion and purpose.

Be known to people in your network by assisting with solving their problems. Make introductions that move people forward and assist them in solving a difficult problem. Don't overlook anyone. Everyone whom you meet can be a terrific resource and referral source. Count your family, friends, vendors, and other contacts as well.

Visibility: Not necessarily who you know but who knows you. Become well known in your field. Contribute something back to the field that you find yourself in. Build your credibility in your professional and personal communities by offering something that is of value and contributes to others. Learn new skills: speaking, writing, organizing, etc.

Be a Resource: By giving to another person you create an energy that has tremendous power, both for you and the other person. The key to giving is to come from "being a resource" for others, let others know you are open to understanding their needs and that they can count on you to make connections on their behalf. When you reach out to give to another person you will experience momentum and visibility. With this in mind, call contacts or send them information every few months. Genuinely care about people and be willing to offer them resources, contacts, referrals, etc. When we are known in the community and in our networking circles as resources, people feel good about knowing that they can count on us to provide quality items that add value to them and their lives.

□ 2000-2002 Cynthia Stringer



Cynthia H. Stringer, PCC, CMC
Chicago • San Francisco • Los Angeles
www.successbydesign.net
Cynthia@successbydesign.net
888-610-8967

Circles of Influence: Cultivate a group of contacts from your existing database who have been supportive to you and your business or have the potential to be. The shift to make here is going from quantity to quality of contacts. Many times we think we need many people to network with whereas we may really only need 10 people in our immediate circle who can send referrals and clients to you. Think lush and rapid water falls verses streams.

Be Organized: Create a system for gathering, responding, and following up with your contacts. Think about how the information gathered will be most helpful. Is it by company name, industry, service, or another way? Do such complete work and extraordinary follow through and networking that you even impress yourself.

Follow Through on Your Promises: Do what you say you will. This adds credibility and a sense of professionalism, which will leave an impression for people about you. Think of creative ways to stay in touch and do it! Nothing is worse than promising something to someone or to yourself and then not delivering. Think long-term relationships. As you are open to giving to others you will find many doors open to you. Take the time and focus to make your connections and introductions in a warm personal manner so there is the highest probability of producing results for the other person.

Thank Everyone: Be generous with your praise and appreciation. Give thanks in the form of letters, gifts, social invitations, or invitations to meetings that your organization might be sponsoring that you know your contacts might appreciate. Let people know what their help meant to you. Give them as well an update of your progress in the form of a newsletter, quarterly letter or networking meeting. Have personal stationary printed. Be creative.

□ 2000-2002 Cynthia Stringer

YOUR NETWORKING PROFILE (EXCERPT)

Rate yourself on a scale of 1 through 5

1) Never 2) Occasionally 3) Regularly 4) Frequently 5) Always

KNOW YOUR OWN POWER AS A NETWORKER

- _____ 1. I know the values and principles that are important in my life.
- _____ 2. I can list five major accomplishments that I am proud of in my life.
- _____ 3. I am clear about my expertise and the resource I can be for others.
- _____ 4. I have given up the Lone Ranger mentality.
- _____ 5. I know my own power as a networker.
- _____ 6. I have written a list of long- and short-term goals that I review and revise regularly.
- _____ 7. I have a network diagram that represents the magnitude and diversity of my network.

From: "Power Networking: 55 Secrets for Personal and Professional Success"
Donna Fisher & Sandy Vilas ISBN 0-9627825-4-8 (pg. 52)