



The Well-formed SMART Goal

Before we create our goal statement, let's review the criteria for an EFFECTIVE goal that will get your bum moving. This is a ninja technique that you can apply in any challenge, task or project. High performing individuals use this in their own careers.

A good example of this:

I want to get invited to at least 5 interviews by applying for 100 job openings within the next 10 days. I feel confident that with enough leads I will get more and more interviews and offers.

Ready? Answer the following question. Write freely.

What specific, measurable outcome do you want in 10 business days? What would you like?

The Big MOFA

"Why do I want what I want?"

The Big MOFA is a ninja skill technique I use with my clients to get them moving toward their goals and dreams.

Let's discover your Big MOFA.

Most of the time, the brain needs to be asked certain questions in order to draw out the best answers. While the following questions might sound weird in sequence, keep an open mind and let the answers flow as you go through the questions.

You want to get hired in a job you desire. What will having that do for you? What's important about that?

What will having that do for you? What's important about that? (This is not déjà vu. What's important about your previous answer? Get deep and raw with yourself about this.)

If you and I were to meet 1 year from now after getting the job you desire, what would be the top goal or dream you would have accomplished?

When I look at you 1 year from now, what will I see, hear or feel from you? How do you look, sound, feel?

So with all that you said, what would you like? State this in the affirmative.

This is your MOFA statement. Make sure you see this every day during your job search. Print or make an arts and crafts board (a.k.a. vision board) with your statement or put it in the front of your favorite notebook or binder.

Note: If it feels hard, that's okay (and perhaps even better); the clarity and motivation you will gain will be so profound and deep that it'll push you forward through the challenge.

I HIGHLY recommend you answer the above questions yourself. However, if you're really struggling with this, turn to the next page and I'll give you some examples of answers...

You want to get hired in a job you desire. What will having that do for you? What's important about that?

I will earn more. I can afford to make down payments for a house AND a car. I can send money home to my parents. Right now I feel like I can't even afford anything and I'm feeling constricted.

What will having that do for you? What's important about that?

I don't want to be a bad child because I can't take care of my parents. I want to make them proud and I want to take care of them financially. They're not in the best of health now and I haven't even contributed anything. I want to be able to take care of my parents and myself without having to feel like I'm running out of money all the time. I want to be financially stable enough to take care of my parents and myself.

If you and I were to meet 1 year from now after getting the job you desire, what would be the top goal or dream you would have had accomplished?

I would have bought a brand new car and probably some land back home with my parents. I will probably still be out of state, but it's okay.

With me looking at you 1 year from now, what will I see, hear or feel from you? How do you look, sound, feel?

I would feel liberated. I don't have to think of money too much anymore. I'll probably be aiming higher by then and working hard. I'd be more motivated because I'd feel challenged in my work and appreciated.

So with all that you said, what would you like?

I want to feel liberated because I'd no longer have money concerns and would be financially stable enough to take care of my family. I can do whatever I want.