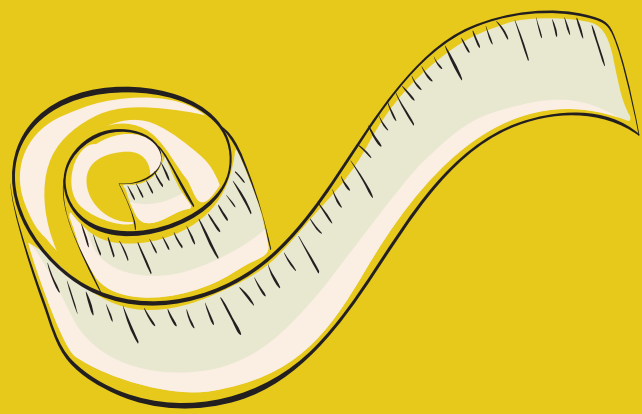


# 3 TIPS FOR HITTING YOUR OBJECTIVES

It's easy to set goals, but trickier to nail them every time.

Here are 3 things highly effective people do - even when they're spinning plates - to maximise their chances of success:



Which boxes are you looking to tick?  
Have you figured out exactly what data will tell you've succeeded?

Get super clear on your KPIs (key performance indicators), whether they're leads, enquiries, sign ups or sales - **ask yourself, what qualifies a win?**

Make sure you can get hold of this data and that it's achievable.

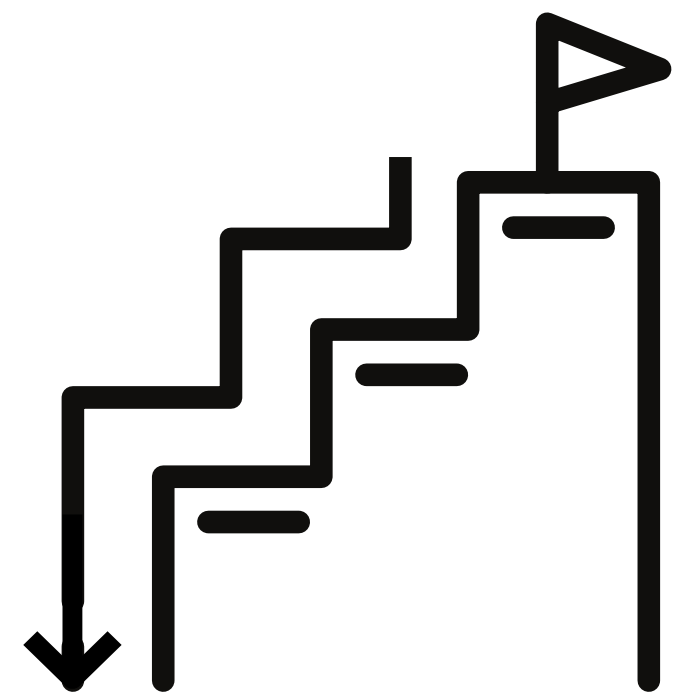
**Set clear data-driven targets**

**Map clear action points**

Once you know what your target looks like, work backwards: what do you need to do to join the gaps?

**Map your action points in reverse** - what does the stage before you achieve your goal look like, and the one before that?

This is such a great process that so many people don't do (they work the other way round!)



Pin and position your goal so it's visible. Some people use a journal, others a vision board - whatever works for you - but **make sure your your key goal is in your face daily.**

Apparently we make 30-40000 decision a day.

Keeping your objective front and centre will help you to align those micro decisions into a big goal score.

**Make your objective visible**