



## January 2008 Write It Down, Make It Happen

It's the start of a new year—time to set goals and resolutions. Many of us just mentally set goals. But to improve the likelihood of achieving your plans, you need to write them down. In fact, that's the subject of a book called *Write it Down, Make it Happen* by Henriette Anne Klauser. Klauser proposes that the first step in achieving your goals is to put them in writing.

Here are a few tips to consider before you write your annual goals for 2008.

**Make your goals specific.** Don't just set a goal of improving your sales. Be specific and aim to improve sales by a certain percentage. Visualizing what you want to obtain will help you define your goal. Another part of specificity is making sure the goal fits with your values and is something you truly want to achieve. If you only want to work 40 hours a week, then maybe you don't really want that director position you set as your goal.

**Set measurable goals.** Sometimes, what you want to achieve is hard to measure. For example, maybe you want to be a better public speaker. Measuring "better" is a challenge. But, you can set some guidelines to help you gauge your public speaking ability such as reducing your quavering voice or developing the ability to move around the room while speaking. Try to come up with ways to quantify the immeasurable.

**Make your goals attainable and realistic.** Setting goals that make you work hard but are still achievable can be tricky. You need to rely on your judgment and maybe a trusted colleague. Remember it's OK to change your goals if you realize mid-year that you were too optimistic or your work situation changes.

**Include a time table.** Focusing only on a year-long goal might be a recipe for disaster. Instead, break your goal down into quarterly, monthly and even weekly sub-goals or tasks. If you plan to rewrite some training materials during the year, take the time to break the curriculum into sections you can complete each month. Then, you won't panic at the beginning of December when you haven't even worked on your goal.

**Review your goals regularly.** While writing your goals puts them into your subconscious, it's also important to consciously review them regularly. You can post your goals on your calendar or computer so you read them everyday. Or, use your computer calendar system to set up a series of meetings with yourself when you review your goals and track your progress.

Whatever goals you set, I wish you success in achieving them. And, if any of your plans include analyzing your employee's performance or updating curriculum or training materials, let me know so I can help you meet your goals. Best wishes for the coming year.

*Karen DeYoung is principal of DeYoung Consulting Services, which provides quality learning experiences for individuals and groups. We develop training materials and activities that advance individual, team, and organizational learning. Our work is done with integrity, reliability, and accountability.*

DeYoung Consulting Services  
Helping People Learn up to Their Potential  
4834 Park Avenue  
Minneapolis, MN 55417  
(612) 822-8872  
(612) 220-3440 mobile  
deyoung4@aol.com  
[www.deyoungconsultingservices.com](http://www.deyoungconsultingservices.com)