

Goal Setting for Women

Workshop Notes

with Deb Erickson

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Goal Setting and Achieving Statistics

Only ___% of the population set goals. (Less than ___% write them down with a strategic plan to achieve them)

___% of people who set goals FAIL to achieve them

___% of the people who fail, BAIL on their strategy in the first 2 weeks

Women in the Network Marketing Industry fail to achieve their goals at ___ X the rate as men.

It's time for a change of strategy!

Why Women Fail – 3 BIG MISTAKES

#1. *Set arbitrary and inappropriate goals.*

Don't know how to set a goal that is in alignment with who they are and how they think as a woman. Out of harmony almost immediately after they set the goal. Aligned goal creates passion and belief while it calls you into your GREATNESS.

- IF Goal is too BIG – triggers FEAR Center – can't get your belief in alignment

MY Personal Reaction to FEAR

___ FIGHT – move towards fear, "Feel the fear and do it anyway"

___ Flight – run away, move into avoidance, excuses and quitting

___ FREEZE – run and hide, can't move, can't get yourself to do
what you know you need to do.

- IF Goal is too small – doesn't engage the MOTIVATION Center – Go Center
(No passion – no magnetic attraction)

- Set a Goal that is "Just RIGHT for ME!" Scale of 1-10 _____

Big enough to excite you AND create a little doubt – You must become "more" to achieve it

Fear Center
Triggering the Threat Response



**FIGHT
FLIGHT
FREEZE**

#2. Don't Understand how your brain is wired. (Brain is actually wired to PREVENT change)

- Repetition Compulsion – wired to repeat patterns



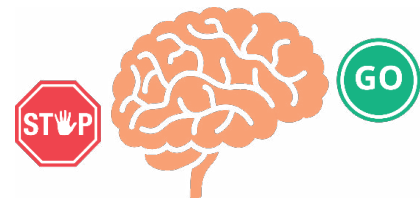
My Personal Patterns

- ___ Start slow and get behind = discouragement and doubt – quite and tell yourself stories why you can't
- ___ Procrastinate, and then at the last-minute race to finish line – "I shine in a crisis" = hit and miss results
- ___ Start fast and then get distracted = loss of focus and commitment = can't finish
- ___ Talks big & dreams big = magical thinking with no plan
- ___ Lack passion and purpose = weak WHY
- ___ Strong wants, but big FEAR causes you to FREEZE
- ___ Strong want, but fear of rejection, fear of failure, fear of success, fear of _____ sabotages results
- ___ You are so concerned about what other people think = changes your behavior
- ___ Other _____
- ___ Other _____

Bad NEWS is that you are DOOMED to repeat these patterns for the rest of your life!

Good NEWS – now that you are AWARE – you CAN change these patterns by changing the WIRING in your Brain!

- Brain FEARS change – begins sabotaging your goal the day you set it.



My Personal Sabotages are...

- Low Self-Esteem, low Self-Confidence, low Self-Worthiness, lack of belief, – “I’m not _____ enough” I can’t _____.
- Let FEAR stop you. – “I am most afraid of _____.”
(Loss, missing out, being left out, rejection or ridicule, success, failure, judgment or disappointment of others, change or the unknown, vulnerability, not enough, not accepted, don’t matter, unwanted, can’t do it, can’t keep it, _____.)
- Procrastination – “I’ll do it later” _____.
- Make up stories – “I don’t have time, I’m not enough, she doesn’t really need this, it’s too expensive for her, she will think I’m pushy, I don’t know what to say, _____.”
- Always late – late to meetings, late to register, late to qualify, late to start, late to finish.
- Drama – constant low or high level of drama in your life. (yours or borrowed including NEWS)
- Lack of mental focus, distractions – conscious mind loses focus every 8-10 seconds.
- Emotional mismanagement – allow yourself to entertain negative emotions (worry, fear, doubt, impatient, frustration, comparison, _____).
- Soft addictions – anything you do to avoid doing what you have committed to do, (news, social media, shopping, web surfing, bad habits, lack of self-care, _____).
- Bad habits – habits that stop or slow your progress. What you are doing, or not doing that is limiting your success?
_____.
- Other _____.

How will you deal with fear, sabotage, and habitual patterns?

Why Will Power and Discipline won’t work long term

#3. Try to achieve your goal without a PLAN

Bad habit of winging it or using magical thinking – KILLS belief and confidence

Let's create your _____ Plan

Use this simple 3 Steps Solution to create powerful "just right" goals that are in alignment with you as a woman.

Step 1. Identify your What and Why

What = What do you want to create and why does it matter? Vision, dream or picture of what you will create this year in each area of your life. This includes the details of what it looks and feels like upon completion. This vision must be BIG enough to call forth your greatness. Is it BIG enough to exchange your life force for?

I will create:

Why = What will achieving this mean to you, your family, your team, and your community? How will you impact your world? Why MUST you succeed? achieving this

Step 2: Answer the HOW question – allows the mind to have confidence

How will I achieve this vision? Create measurable goals with targets and timelines

Goal = Measurable objective(dates and targets)

I will achieve _____
_____ (specific & measurable) by this date _____.

Target and Timelines: I will be this far towards achieving my goal by this date.

Step 3: Create your Plan – develop a support system to guarantee success

Creating a plan to surround yourself with the resources required to address your personal and professional needs as you achieve your goals.

Inner Game of Success

Mindset – My plan to change my limiting patterns, increase my confidence and KNOW my personal worthiness?

Emotion - My plan to learn how to move past fear, and release negative emotional baggage?

Action – My plan to overcome self-sabotage and move boldly into ACTION daily.

Outer Game of Success

Knowledge – Critical information required for success

Company Specific: History/Story, Vision, leaders, growth rate

Product Specific: Sourcing, features, benefits, testimonials

Business Specific: Maximize comp plan, duplicate skill and knowledge in your team

Industry Specific: Structure, Purpose, Entrepreneurial opportunity, leveraged income

Skill – Personal ability to perform at a mastery level

Selling – open a conversation, uncover pains and desires, solve problems = get the sale

Recruiting – open a conversation, uncover pains, solve problems = sponsor into the business

Leadership – Teach, coach and lead your team to the top

Strategies – Are you on the leading edge, using everything available to you to sell/recruit to today's market? Do you know where your customer and builder are living their lives? Are you TOP of the MIND! (Will you be the first one they think of when they decide to buy?)

Face to Face – selling and recruiting

Educational marketing – in person classes, parties, zoom training

Digital marketing – online networking

Lead capture/Lead magnet/Lead pages – CRM management

Campaign marketing – auto-responders, drip campaigns

Content marketing – attraction marketing

Social media marketing – FB, twitter, Instagram, etc.

Resources – Who can you go to – to give you the knowledge, skills and strategies to meet your goal?

Your Company:

Your Sponsor/Recruiter:

Your Up-line leader:

Your Business Mindset Coach: Deb Erickson

ICAN Institute Community - A Network of "Sisters" in the industry to walk beside you

Women are _____% more likely to achieve their goals if they have a coach, and are surrounded by a support system to help hold them accountable.

Can I set more than 1 goal and in more than 1 area?

Create a 2019 Vision for each Critical Area of your Life

- Health and Wellness (personal self-care)
- Personal Development (Mental and Emotional Happiness)
- Spiritual Fulfillment (relationship with the "Devine" as you define it)
- Local and Global Contribution (Making a difference by sharing your gifts and talents)
- Financial Security (Income, Debt reduction, Savings/Investment, Cash Flow, abundance mindset)
- Business Growth (expansion, stability, duplication, impact)

Create Specific Plan _____

Step 1 - What I want and Why I want it.

Step 2 - How – Targets and Timeline

I will achieve _____
_____ (specific & measurable) by this date _____.

Targets and Timelines:

_____ by this date _____
_____ by this date _____
_____ by this date _____
_____ by this date _____

Step 3. - Plan – Steps to accomplish the Goal

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