



Goal Checking

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Tony: Yeah, hello everybody. It is Tony Parinello, your next best friend and your competition's worst nightmare. And today it's a very special day, because I have with me head business building coach, Steve Dailey. So Steve, welcome to the show. And you know, you and I spend a lot of time under your direct guidance talking about goal setting and goal achievement.

Steve: Right.

Tony: And if anybody doubts that, just go back to the archives and listen to how Coach Steve takes us through the process of not only setting goals but achieving goals. And pretty much guaranteeing that if you follow that process, you're going to do pretty darn well in anything that you pursue - personal, business, spiritual, health, fitness, whatever. Now here we are chugging along, years flying by. How do we goal check? How do we check in with our goals to make sure we're on track? And what do we do if we see that we're off track?

Steve: Nice. Great question. And let's - first off your question implies, Tony - that we're doing that at all. And let me, before we dive into what you're asking there-- It's important to do that. To do that check, a progress check. Check in on actual verses predicted. Because oftentimes one of two things happen that derail goal achievement.

One is we don't do that check. We - as you've heard me say, "When you set a goal, you only set the goal based on what you know at the time. And then as soon as you start making progress toward the goal, you're going to learn more stuff." And so we-- There's been so much stuff progress that we basically lose belief, lose sight of, lose context for the goal. So if we don't check in, then basically the goal sort of evaporates into business as usual and we're not focused or targeted at all.

The second thing that happens if we don't check in, is we start to unconsciously accumulate - and this is very powerful and dangerous. We start consciously accumulating a mindset or belief that we can't achieve what we set our mind to do. Because we're - we haven't checked in on what have we learned and where we go from here. So doing that in the first place is absolutely critical. And you implied that we already are. But I think the place we want to start our listeners is, this is a good time. We're coming up on half way in the year. If you've taken any action at all on your goals



that you set at the beginning of the year, you definitely have new information and insight - and that's invaluable.

Tony: So Coach Steve, whether it's coming up on the half of a year or half of a quarter or half of a month.

Steve: Yeah.

Tony: How should we slice and dice our goals? Should we be examining where we're at on a weekly-- Every other week, monthly? Every other month, quarterly? How often should this take place?

Steve: That's a great question, and the answer varies by person and project. So you should have - when you set your goals, declared some benchmarks. Some, I like to use the analogy of the rock terrain that you see on the trail as you're hiking into - wherever you - into the mountains, across the desert or wherever. And so those - checking in on those benchmarks, or those benchmarks should cue the check in.

Now is that a timeline driven thing, an outcome driven thing? I think it really is up to you. In sales, specifically - we have a really very predictive rhythm. There's monthly and quarterly measures. And so that would be a good thing to apply when we're talking about building a business, I would say there's more. There's foundational work and then there's the infrastructure work and then - and so on, through a continuum until you're flying. And so then it may be more target based that prompts that.

Tony: So the bottom line there is make sure we have benchmarks to begin with--

Steve: Correct.

Tony: And make sure they're either based on some kind of timeline or some kind of outcome, or some kind of project base or something.

Steve: Yeah.

Tony: But the benchmark is the important part, isn't it?

Steve: Exactly. And if you don't have that now, then this would be a good time to do that.

Tony: Yeah.

Steve: So just pause and say, "Okay. So here's what I thought I would be," or, "Here's where I -- Here's what I thought my trajectory would be at the beginning of the year. And



so, where am I and what will be the benchmarks that indicate progress between now and the end of the year?" And this would be a great time to do that.

Tony: So it's easy for us to talk ourselves into something that isn't a current reality, it seems sometimes. We look around us, we compare ourselves to others perhaps.

Steve: Yeah.

Tony: We're not paying attention to the road ahead. Who the heck knows for all the reason and whyfores that this happens, but we get into this false sense of security or a skewed sense of reality. What's the mindset here that we need to apply when we look at where we're at in our current goal achievement plan?

Steve: Okay, great. So first off, everyone taking notes - and I know Tony, you definitely are.

Tony: Yeah, I'm already down to three quarters of a page.

Steve: That's beautiful. Write this down. Anxiety creates bad behavior. So and that's just - you could call that a law as predictable as gravity. Anxiety creates bad behavior.

Tony: It sounds like a good bumper sticker, if they still make bumper stickers.

Steve: Exactly.

Tony: I love it.

Steve: And so first off, anything that-- I think, and this requires some self-reflection and introspection. Take time here, as long as we're pausing to check on progress. What's creating anxiety? Because 100% predictable, that anxiety is creating either the wrong thing or nothing. You know, nothing. You're either doing something out of desperation, out of stress, out of concern, worry - fill in the blank. Or you are not doing anything. Hesitation, doubt, fear, etc.

So that's causing anxiety? It's going to be some of the things you mentioned. It's going to be worried about what everybody else is doing. It's going to be worried about the-- This big giant monster called "Quota," or the number. It's going to be - self-doubt is creating anxiety. And so recognizing those things, putting them into the daylight - and then just basically declaring war on them. Eliminating them, reframing them. Anything that's causing anxiety basically sets us up immediately for greater production, productivity, success, focus, confidence - all the positive things that we want to have in order to make new progress.



Tony: I just created a chart here on page 2 of my note taking. At the top I have anxiety. Then it goes across, is moving left to right - points 0 to 10. Then under anxiety, I wrote, "Hesitation, fear, doubt, uncertainty, self-doubt. And then I was going to rate those feelings of anxiety for every project or every goal I have.

Steve: Okay.

Tony: And so do it - 0, I have no hesitation. 10, I am really hesitant. 0, I have no fear. 10, I'm like frightened to death.

Steve: Right.

Tony: And so is that a good place to start?

Steve: Yeah, I think that - that would, I can get that that would definitely work for you. And well, it's a great model, I love it. I think what - the main thing though, is to - as I said, put into the daylight anything that's causing stress. That - toward achieving the goals or aspiration, so that you can eliminate it. And so the mode or the source of anxiety is what's really important in your model. If you could modify it slightly to identify the sources of hesitation, fear - any way, any flavor of anxiety you want to name.

Tony: Yeah, yeah, yeah. I can add a column for that, couldn't I?

Steve: Yeah.

Tony: The source of anxiety.

Steve: Yeah, yeah.

Tony: Yes, yes, yes, yes - right at the top.

Steve: Because we don't identify the source, then we-- Then you can't just clench your teeth and grunt and make fear go away.

Tony: Yeah.

Steve: You've got to look at where's the fear? What's causing it? What's the motivator or the source? And then once we identify that, then we can.... So let me give you some ideas real quick here in selling and business. So in selling - quota, demands from the boss, competition or comparison to my compadres are classic sources - unnecessary sources of stress. Oh yeah, yeah, "Coach I know I'm not supposed to worry about quota, but I'm not making it and we're--"



Okay, well look - let's face it. Anxiety creates bad behavior - so if you don't find a way to get your eyes off of the quota gap if you will, and move on to what you're doing about production - period, then you're going to be swallowed up by it. So you have to put it out. You have to just decide that it's going to take care of itself or not. Now we could do a whole 'nother show on what do you do if you're not making quota. But - and I've got a whole bunch of solutions for that. But the bottom line is it doesn't help you to worry about it.

Tony: So...

Steve: If you're in biz-- Go ahead, go ahead.

Tony: So the reality check here - the cause and effect kind of process, I should look at the source of anxiety and really be honest or ask someone else to help me be honest. If it's really worthwhile getting anxious over quota demand, comparison - comparing myself to others--

Steve: Yeah.

Tony: Watching people make more sales than I. We need to look at the source of that problem, if I understand that?

Steve: Yeah. Exactly. And just an amplification and maybe a whole 'nother point with regards to how our minds work. We can - our minds are so very powerful. That's why I talk so much about mindset. And we can invent and create sources of anxiety. In other words, worry about something that may not even be real.

Tony: Yeah.

Steve: Just as easily as we can create and invent reasons for our success. You know what? It's very much a simple choice. You're not going to make the choice though if you don't identify what the source of your anxiety is and recognize it as basically - you're trying to predict the future here. You're predicting the worst thing happening to you, when the best thing - you could also be predicting the best thing happening.

Tony: So back to is it real or is it imagined?

Steve: Yeah, yeah.

Tony: Does it have substance to it and reason to it, or is it just based on fear?

Steve: Yeah.

Tony: Fear based, yeah. So now--



Steve: And to you, a quick comment on something you said earlier. Where that comes from, Tony - is we're taught that.

Tony: Yes.

Steve: Okay? So if you take a look at every corporate structure - in our country anyway, there is a-- It's used as a tool as a slash, weapon--

Tony: Yeah.

Steve: To move people.

Tony: Yeah, the stick - the stick motivator. Yeah.

Steve: That's exactly right.

Tony: Yeah.

Steve: What we talked about.

Tony: So now - if I identify, if I do this properly - and I identify the source of anxiety. And it is real, and is the effect of what's taking place -what next? What's the mindset next?

Steve: Yeah. So now we've begun leveraging what I just said. We take a look at what's our choice in the matter? What am I going to focus on? Because you've heard me say a couple of things. First is we can never change a habit or stop habit. We can always-- But we can exchange it. And so if we have a habit unconsciously of creating anxiety, then we can exchange it for creating positivity and confidence.

Everything that I like to make sure my clients recognize is that void creates value. So when you eliminate something, there's something that will fill that in. And this is a little heavy, but try to follow me. Visualize an empty-- Or visualize a glass that's full of water, and we pour half of it out. That void, that half of the glass that's not full can be filled with - if we think about it, something positive, something very valuable, something empowering.

So looping back, we're doing a circle now. So what are we going fill it in with, with respect to what we know now about making progress forward? We're doing a gut check, a benchmark check on where we go from here. Well we start with a new aspiration based on the information that we already have. And so now the void creates value and motivation to move forward. That make sense?



Tony: Yeah it does make sense. I was going to sneak in the word, "Scotch," when you said, "What could we replace the void with?" But too early in the day.

Steve: Beautiful.

Tony: Too early in the day for that, but it's 5 o'clock, so--

Steve: It's a little early for that, but hey what the heck.

Tony: What the heck.

Tony: So now, the new the new aspiration - that's where it got a little heady for me. What is - don't I need to put in a new plan, a new tactic? How does that--?

Steve: That's - I have evolved my thinking on that, Tony. I used to think that - and used to coach that-- Your achievement, it would be in direct alignment with the specificity of your end of your plan.

Tony: Yeah.

Steve: For achievement, right?

Tony: Yeah sure, yeah.

Steve: Now, I'm not saying plans aren't important, okay? And that's where benchmarks and all that comes in. But I tell you, my clients have taught me if I-- And I've been doing a lot of reflection here over the last couple of years, for sure. My clients have taught me that if you just keep the aspiration and focus, you'll find a way. The key is you have to keep yourself and all the anxiety and negativity and concern and worry and self-doubt and all that crap - you've got to keep that. You've got to get yourself out of the way.

But if you can keep simply focused on the aspiration in a pure and confident manner, the plan sort of unfolds. You'll see things that happen. I've been - just real quick, Tony. I've been working with some clients, some of my clients exclusively on mindset reprogramming. And we create - and we identify beliefs, and then we reprogram those beliefs in the context of an aspiration. And we're not even talking about a plan, and they're flying. They're just absolutely flying with simply a positive focus toward a realistic goal.

Tony: So this is, now I see the connection here. Going back to the creating of - the void creates value, so--

Steve: Yeah.



Tony: So I used the glass metaphor. I love it, I empty the glass. I get that out of the way. Now the glass is half full. Now I really find a new aspiration to saturate the rest, and fill up the rest of that glass.

Steve: Yeah.

Tony: And the inspiration from the aspiration gets me thinking about what isn't working tactically, and I can clearly see something to put in its place.

Steve: That's it.

Tony: Or more clearly, or more clearly see it.

Steve: More clearly. Yeah, so let's apply it to sales again.

Tony: Yeah.

Steve: You - so you do - whatever your gut check it. Let's say you say, "You know what? My pipeline isn't near what it needs to be for me to achieve my goal." "Okay great. Why is it not there?" "Well--" And you can't do any of this thinking about like the, all the anxiety ridden stuff we talked about earlier

Tony: Sure.

Steve: You go, "Okay, so what am I - what am I doing that's working? And what am I not doing that might work better?"

Tony: Yeah, yeah.

Steve: Right? Now we're filling the glass with those questions. We fill the glass with something positive.

Tony: Yeah, because my mindset now is a mindset of openness to a new, a new aspect. A new aspiration gives me a mindset of openness to a thought.

Steve: Yeah.

Tony: Where before I was so, so down and out with the fear and all this other stuff - that I had--

Tony: That I had just no room for any new ideas.

Steve: Right on, yeah.



Tony: So quickly, this is so great. How about a quick homework assignment? In the next couple of days, what would we want the listener do? What's the first and most important step that they can take? And then they can listen to everything we've said here in the last 20 minutes or so.

Steve: Yeah. I'll use a phrase flash. Might even be a cliché by now, because I say it so much. But the past doesn't predict your future, it informs it. So this is a great time. In answer to your question, what do we do now? It's a great time to reflect on the past, inform the future, and create a positive anxiety free new chapter, next chapter.

Tony: I love it. Coach Steve, tell everybody how they can get a hold of you to get more of this good stuff directly from you and your website and everything else? So how do we get a hold of Coach Steve?

Steve: achievementbridge.com. There's a contact page there. achievementbridge.com. I before E, except after C.

Tony: Coach Steve, thank you so much for who you are, and what you do. And have a great rest of the day.

Steve: Yeah.

Tony: And everybody else, we'll see you next time.

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