



Goal Setting – Segment Two

Announcer: This is Club Vito with Tony Parinello behind the mike. Today you get Vito coaching with Head Vito Coach Steve Dailey.

Tony Parinello: Yes you better believe you do and today you get a good jump start, even though it's November, you're getting a jump start on the new year because Coach Steve is taking us through a step by step process in creating effective, reachable, attainable goals for 2013 and we've covered Step 1 in Segment One and now we're going to jump into Step 2. So take us from the top of Step 2 again Coach Steve.

Steve Dailey: Yes, so we're going to-- in step 1 we look at all areas of life and you got a lot of information about all of that and now you're going to--and by the way, you will gravitate toward what's important to you like, you know, people ask me sometimes, you know, are there 10 areas or 5 areas or 6 areas or 15 areas of life and I say, I don't know, how many are there? I mean are there to you? How do you segment your life? How do you, you know, what's important to you? And so you will reveal that in step 1 and then you're going to take those same areas of life, however, you, you know, separated them out. How every you looked at your whole experience of 2012 and we're going to ask the question simply. How will you keep score in 2013 in each of those areas? Now by asking yourself that question you're basically setting yourself up for specific achievements, things that you, ambition, things that you, you know, you're starting, you just can't help it, you're going to start to think about ,well what would I like to have happen in the coming year in each of those areas.

Tony Parinello: And Coach Steve I would think to be very quantifiable here to actually use a number or percentage or very descriptive language as to how we're going to keep score.

Steve Dailey: Yes. Let me give you couple easy one and couple hard--

Tony Parinello: Okay.

Steve Dailey: --for most people. All right so, an easy one would be, how much money you're going to make, right. In 2013, I have a goal to make \$150,000 and so that's a number, it's easy to say what did you made it or not. At the end of the year, you can tell whether you're on track for it or not at different points in the year and so forth. But let's say that you have a goal to improve your relationship with your spouse. Well, I'm asking you to ask the question, how will I measure that? Okay, well there are measurable, you know, there's not a number, I guess you could play a game with it, you know, and then ask your spouse to give you scale of 1 to 5, you know, how happy are you in this area, that area, in this other area of our relationship. I don't know that might be loaded but, you know, that would be one way to do it I suppose. But then there are other ways, like for example, you may even look back



and you go what, my wife and I didn't actually go out on a just a date, just her and me, more than twice this last year. I want to improve my relationship with my wife by making sure that I go out on a date, every single month that's going to be 12 times and each time I'm going to endeavour to make it fun and exciting, but I'm going to go on 12 dates with my wife you see. So there are some ways even in the softer areas of life to actually come up with a way to measure, whether or not you are or keep score is what we're talking about, on whether or not you're addressing that goal, that that area of life or not.

Tony Parinello: Now in doing this, do you disclose this to person, like in this case the example, would you disclose that to your spouse or significant other, if it was with your kid, I'm going to go to more a 5 out of the 9 soccer games to watch my daughter play soccer--

Steve Dailey: Yes.

Tony Parinello: --do you let the other person know you're doing that or do you kind of keep it a secret?

Steve Dailey: All right here's my philosophy on who you share your stuff with. Number 1 is policy/advice or coaching. Number 1 is only share your goals and your plans for achieving your goals with people that you trust will be encouraging. If there's any question like if you think your wife, let's just take that one, if you think that your wife when you say, "Hey sweetie, I have set a goal for us to go on 12 dates this coming year, once a month at least." And you can predict that your wife's going to go, yeah right, don't tell her, just do it.

Tony Parinello: So you want to share this with someone who is going to be supportive and enthusiastic?

Steve Dailey: Yes.

Tony Parinello: Now the other place to share it is if you feel like you need accountability. So this would be a good friend, for example, that meets qualifying qualification number 1, you know they're going to be supportive and enthusiastic, you know he's a good buddy, you know that he's going to keep it to himself just between you and you say, "Hey Pal, listen I want you to hold me accountable here." We usually have lunch about once a month, we talk, you know, we go play golf or whatever and I want you to ask me. I want you to challenge me on a goal that I've set here and I want you to ask me about it. Because--

Tony Parinello: Bouy you just mentioned something that would be pretty cool if that same person also had goals that they wanted to see-- have like an accountability partner--

Steve Dailey: --accountability partner.



Tony Parinello: --like a, you'll queue this up with a best friend or whatever--

Steve Dailey: Yes.

Tony Parinello: --that would be a great way to-- for the law of reciprocity to kick, you know I'll help you,--

Steve Dailey: Absolutely.

Tony Parinello: --you help me, I'll help you and you help me that could be a fun thing.

Steve Dailey: Yes.

Tony Parinello: Yes, so that's a great idea. Okay, so the person will-- must be supportive and enthusiastic. Now you might not all get this from one person through all your goals, you might have to pick different people to do this with.

Steve Dailey: Yes, yes, exactly right.

Tony Parinello: Okay. So--

Steve Dailey: Your goals don't forget that and just you some discernment to share. Now, since we know all Club Vito members are in the selling game or I guess fairly safe to assume. I'm going to say this and you heard me say this before and I know you kind of, you know, white-knuckled it a little bit Tony, but bear with me here. When I ask the question, how will you keep score and when we're talking about your sales performance in the coming year, do not use quota. I don't want to see anything referencing or certainly stating anything that has anything to do with somebody else's arbitrary expectation on what you can achieve in the coming year.

Tony Parinello: Hold on, hold on, hold on, Mickey ignore all the lights lighting up on the keyboard there all these calls coming in from sales management. What the hell to get my people out of that club, this idiot is telling my people not to. What the heck is that about Coach Steve?

Steve Dailey: All right here the deal. The only valid goal is the one that you believe you can achieve and a quota is somebody else's goal for you and they can have that goal all day long but that's their goal, that's the C.F.O. goal, or the C.E.O.'s goal or the, you know, whoever it is that thinks they own your career, not. Look, your goal is what you believe you can achieve and I want you to think about that, what do you think is possible? Now, there's a 90 percent chance, maybe higher than you believe that you can do better than quota but don't care about it. Just think about what it is that you believe that you can achieve and mark that down. Now we'll talk about, by the way, we're not going to have time today Tony to talk about how to create a plan for your goal, I think that be a great topic for next time.



Tony Parinello: Yes sure, sure.

Steve Dailey: But look just, how will you keep score in sales, its dollars, there are also some other great categories, like numbers of sales, sales cycle, average sales volume. You know things like that, pick it, pick anything that you want, it's your deal here but make sure it's yours and it don't have anything to do with anybody else's expectation.

Tony Parinello: So, you know, what's interesting Coach Steve, as you're saying this I remember when I worked at Hewlett-Packard, they used to come up with all these contests, you know the top 350 Club, the top 150 Club, the blah, blah, blah Club whatever and the goal, the clubs that I looked at that had the greatest reward, like there was one called the top 350 Club, I looked at that and said well I'm going to be in the top 300, that's my goal, so I'll make sure I make the top 350.

Steve Dailey: Okay.

Tony Parinello: So I always opt one on the goal or 2 on a goal that I thought was that something I wanted to do.

Steve Dailey: I think that's, I think that's great I think that's fine as long as you believe you can do that--

Tony Parinello: Yes.

Steve Dailey: --you're not doing it in motivation, it doesn't have anything to do with what the boss thinks about it.

Tony Parinello: Well but the motivation in my case was I want to go to the Bahamas, I want to be on that boat--

Steve Dailey: Okay.

Tony Parinello: --I want to so, so when I looked at these contests I didn't just pick all of them, I pick the ones that I thought would be the most fun and the ones that I could really, you know, knock out of the park.

Steve Dailey: Yes. I think that's great.

Tony Parinello: Okay so that's healthy.

Steve Dailey: And because it was a personal motive--

Tony Parinello: Personal motive, yes.

Steve Dailey: --you got to, yes it was something you wanted, right, which by the way is, you know, with all these clubs and contests and those kinds of things, I



think is you know, a lot of companies get that right, because we have to have rewards for goals, we will talk about that here in a second. But what is resonating for me about what you just said is that you wanted--

Tony Parinello: Yes.

Steve Dailey: --to go on the trip, you wanted to and so in order to be in the top 300 you had to calculate what's it going to take to be in the top 300, what kind of sales volume does that mean and then you look at that and you said, okay, can I do that, do I think I can do that or not and as long as you believe that and it wasn't your boss, you know so let's take the antithesis. Gosh you know, they just fired a bunch of sales guys and you know, gosh if I don't set my goal to meet the sales expectations they whatever they give me here at the end of the year for New Year. Then I might lose my job, well you know, as a coach and I know this probably scare the crap out a lot of people. Can I say crap? Anyway. But look, if you lose your job because of something like that because you do your best and it's not good enough well you're probably in the wrong job. So--

Tony Parinello: You know I think there's a lot of, there's a lot of merit to that Coach Steve.

Steve Dailey: Yes.

Tony Parinello: There really is, it's soul-searching a bit it's a little scary but you know. If you're under that much pressure, you're not the right place.

Steve Dailey: No.

Tony Parinello: Yes you're not in the right place.

Steve Dailey: It's not healthy and there's just too many other opportunities, you know, too many places for talented people apply their efforts not to mention your own gig if you want to do that but anyways.

Tony Parinello: I can see it now, a whole bunch of people going home from work today telling their wife or husband or their significant other, Coach Steve and Tony told me it's okay to quit my job. Oh God here comes the next wave of calls.

Steve Dailey: Well we got a program for that, right.

Tony Parinello: Yeah, yeah.

Steve Dailey: Anyway, okay. So here we go, so what we've said is step 1 really take a good hard look at everything that's happen, appreciate it, embrace it, celebrate it. You know, learn from it, ask the question now, if I knew what I know now at the beginning of last year, what would have done different that queues you up for step 2



which is basically asking yourself how will you keep score in the coming area and all these different areas of life--

Tony Parinello: Yes.

Steve Dailey: --no matter what you do make sure it's not somebody else's expectations, by the way, I emphasize selling but look if you've got somebody in your life that tells you that you need to lose 10 pounds and you're perfectly comfortable with what you weigh and how your clothes fit then as I said earlier, as you are paying attention to your physical fitness and taking care of yourself, then, don't set a goal that somebody else. It's unhealthy, it is dysfunctional, just is not productive.

Tony Parinello: Yes you know it's interesting, I think over the last 15 years, I've distanced myself totally from people who tell me I need to do something.

Steve Dailey: I've watched you.

Tony Parinello: You know what you need to do, yes, I need to get you out of my life, that's what I need to do.

Steve Dailey: That's great. Yes, that's very healthy. Some of us are better at doing that than others by the way Tony.

Tony Parinello: Some of us take a little bit longer to do it than others, that's for sure.

Steve Dailey: Yes. All right.

Tony Parinello: Okay so here I'm sitting at step 2, I'm going to figure out how I'm going to measure each area, I'm going to share with someone else will be supportive and enthusiastic about my measurement in each of these areas, and so I figured that how to keep score and all kind of stuff and understanding that the only valid goal is one that I believe I can achieve.

Steve Dailey: That's right.

Tony Parinello: Okay, cool.

Steve Dailey: Okay, so now ready for step 3--

Tony Parinello: Rolling.

Steve Dailey: Very simply, so what are you going to do? What's your goal? In every one of those areas you know how you're going to measure, you've been, you wouldn't have been able to answer that if you haven't had some inkling if you didn't have some inkling of what you'd like to achieve. So just answer the question, what are you going to do? What are you going to do in 2013 that you're going to be and I just, you know, add some inspiration to it? What you can do in 2013 that you're going



to be proud of, that you're going to be excited about, that you're going to feel fulfilled for pursuing, whether or not you accomplished it or not, that you feel fulfilled for pursuing? What are you going to do as they say the proverbial, and it's probably overused a bit but I'll use it here, now look they'll get you out of bed in the morning? What are you going to do? And then we're going to write it down.

Tony Parinello: No, no, hold on, a question, is this in every one of those areas? In other words, what am I going to do in fitness? What am I going to do in finance? What am I going to do in relationships?

Steve Dailey: Yes, absolutely, every single area.

Tony Parinello: So very quantifiable, very specific statements, very short quantifiable specific sentences.

Steve Dailey: Written down, well they don't have to be, you said short, I mean if you need, you know, write it down however you want to so that it's clear. It does need to be specific, basically these 3 qualifications, okay there are all kinds of formulas for goal setting and stuff, let's just boil it all down for simplicity here. It needs to be very specific, it needs to be electric, exciting, enticing, you know, just electric and it needs to be written. Your goals need to be written.

Tony Parinello: Okay, specific, electric, exciting.

Steve Dailey: Yes.

Tony Parinello: And written down.

Steve Dailey: And written down. Now you ask the question, it sounds like a little challenge in your voice there, about every area, let me ask, and say yes and just in case you're wondering. So let me ask you this and these are rhetorical questions but I think the answer is obvious. If everything in your love life, married or not, is working great, are you not more inspired and more enthusiastic about what's going on in work and if everything at work, your job or your business is hitting on all cylinders because you have goals, you're working toward those goals, you're learning things, you're accomplishing things. Do you not feel a little bit more enthusiastic about working out, morning or evening, whenever it is that you do that? And as you just got out of the swimming pool or off the road or off your bicycle or whatever and you had a fantastic workout, are you not just a little bit more enthusiastic about making that next phone call to Vito. And if on the weekend you actually spend a little bit of time doing something great, whether it's serving in the soup kitchen or wrapping presents for kids at Christmas time that don't have presents or working with the Boy Scouts or helping out at the church, don't you feel a little bit more refreshed for Monday morning. You see everything have an impact on everything else and so yes you do need goals in every area.



Tony Parinello: That pause right there that silent couple of second pause. I want to give everybody an opportunity to let that sink in because it had to sink in for me. This stuff really needs to sink in because I have Coach Steve, these are one of these areas when you coach us that you almost can't argue with.

Steve Dailey: Well you can try.

Tony Parinello: I mean you could try but it's senseless. There's no question about it, if you got juiced, if you're just juiced up at work, you will be juiced up at home--

Steve Dailey: Yes.

Tony Parinello:--if you be juiced up at work if you get juiced up about anything that juice, it gets electricity kind of flows--

Steve Dailey: That's right.

Tony Parinello: --and you know what it's contagious. If you're around people that are downers and bum out and they screw.

Steve Dailey: Yes.

Tony Parinello: Distance yourself from that kind of nonsense.

Steve Dailey: That's right.

Tony Parinello: You know that's very, very interesting Coach Steve here again in the course of 50 minutes, well 49 because we took a one minute break. In the last 49 minutes, you have really put catalyst into solutions here to make us really realize that we, if we want a better 2013 in any area of our lives than we had in 2012 we need to take these 3 steps.

Steve Dailey: Yes.

Tony Parinello: You really do.

Steve Dailey: Yes and let's go back to the visual, I mean grab, you know, a cup of coffee or hot chocolate or whatever and find a quiet place, you know what, just by the way, I will just share my own, you know, so I do this all the time, I either help other people with it but I like you the day I stop setting goals, I'm going to stop coaching. It just, you know, I've got to do this stuff myself. So weekend before last, I through my backpack in the car. Drove out to this place where it's just out in the woods near here and I hide myself back into someplace where nobody, you know, there's I could tell it, have never really been or been much anyway and I brought with me a piece of paper and a pencil and I did some of this stuff, right here that we're talking about. And started the process of thinking, you know how am I going to design 2013 and so it was a quiet place, it was away, no telephone, no cell phone



signal, just basically is just me and the critters and it was, it was a wonderful feeling to just basically really get deep and I want to encourage, I don't know whether it's going camping for you or if it's a Barnes and Noble or if it's a long bike ride and you know, I don't know, it doesn't matter.

Tony Parinello: It doesn't matter.

Steve Dailey: Just find that place because you're right Tony, it's essential, if we really. Here's the thing is we kind of, you know, puts some closing notes here. Look one of the most important-- what we're implying here, we haven't said yet is, you're in charge of this, you know, don't dare let a year go by that is driven by anybody or everybody else besides you.

Tony Parinello: Yes.

Steve Dailey: You're in charge of this, you can design how you want your life to be. Now with all the things you write down and everything come true, you know I've had to base with people like this is and say, "Hey Coach you know I just don't get it really because you know what I've set goals before and nothing ever seems, it doesn't seem like I ever achieve them and so what's the use, you know, why do I even do it." Well I don't know that I can answer that definitively for you if you're challenging it but here's what I know, what I do know is why not, why not actually deploy something that an exercise that creates intention and direction and doesn't it make sense, the devil has some impact on what ends up happening and when we get done, when we get to the end of this coming year 2013 and whatever it is that you did or didn't do, it will still be great, I promise you that. It will be greater if you had some intention. So this is important stuff, it's worth taking the time, absolutely.

Tony Parinello: Yes I--

Steve Dailey: I like this suggestion.

Tony Parinello: --and something tells me here that when someone says, you know gee Coach Steve, why bother, you know I did this and blah, blah, blah, I bet they didn't do this.

Steve Dailey: No, no--

Tony Parinello: You know what I'm saying--

Steve Dailey: --no absolutely--

Tony Parinello: --you know what I'm saying, it's like I fear some people that come into Club Vito and they go, well you know, I, I tried something like this before. Well guess what if it's something like this, it is not this--

Steve Dailey: This.



Tony Parinello: --and so I would venture to say the people who bellyache, oh yea, I wrote, I did this once before it didn't work, they didn't do this.

Steve Dailey: You got a very good point.

Tony Parinello: There are 3 very simple steps. Now I love taking notes and I tell you, here's 1,2,3,4,5,6. Six and a half pages depicting 3 steps. Now the beauty of what Coach Steve has given us here is it's simple, may not be easy, but it's simple to understand. You made it's very clear there are 3 steps and because the show is archived you could listen to this a couple of times and get it and start taking, you know, it doesn't, oh I got to get a back-pack which I don't have, I got to put it in my car which I-- isn't running like great, I got to find a place to hike out with a little critters which I hate little critters. Don't say that. Oh, Coach Steve said I have-- listen you can do this anywhere--

Steve Dailey: That's right.

Tony Parinello: --the important part is doing it.

Steve Dailey: Yes.

Tony Parinello: Right?

Steve Dailey: Yes, that's so true.

Tony Parinello: So now Coach Steve homework for Club Vito members, now here we are, it's the second Wednesday in November, so on the second Wednesday of December, which was is it that date anyway, hold on let me see if I can click on my computer and actually see a calendar here. December the second Wednesday is the 12th of December. So that's going to be the next coaching show and the last coaching show of 2012. So as our homework assignment going to be to complete all 3 of these steps or just step 1 or what is our home work--

Steve Dailey: No, I think all 3 and if it takes you a month to do all 3, that's okay.

Tony Parinello: Yes.

Steve Dailey: But don't make it a chore either like you're saying it is simple.

Tony Parinello: Now--

Steve Dailey: Have fun with it and because what I'd like to do, you know, it's rare, you know Tony, that we actually plan our segment--

Tony Parinello: Yes, it's a shocker. Beth, that's Beth too, Beth Allen does for us, she plans.



Steve Dailey: Yes, well so what I would like to do is go ahead and declare that, you know, on that December show we'll go through, How to create a plan for your goal and so if you do this work or when you do this work, you'll be ready to really do really put wheels to it, put exciting action and fulfilment to these aspirations here and then we're going to shift from Goal Setting which is what we did, we talked about today to Goal Achieving by designing a plan.

Tony Parinello: Wow that's big--

Steve Dailey: All right.

Tony Parinello: --that's big, now, there's no bounty here folks, there's no, you're not going to get a special prize if you do this. The prize you will get is that you'll get to embrace the show in December which is going to be the Goal Achievement. We cannot achieve anything we don't plan for it.

Steve Dailey: We don't design absolutely.

Tony Parinello: We don't design. Is that right?

Steve Dailey: That's true, that's absolutely true.

Tony Parinello: That's absolutely true. Okay very cool. So, Coach Steve, you did it, my friend.

Steve Dailey: Thank you.

Tony Parinello: Once again you have shown us the way. To a more fulfilling 2013 but you know I love this - there's no room in the mind of an achiever for regret. That was classic you said some absolute classic things unless our Coach Steve, thank you so much for being who you are doing what you do for each and every Club Vito member. Remember Coach Steve joins us each and every second Wednesday and you know it's easy to reach out to Coach Steve anywhere on our site in the membership area, you just click on Coach Steve, and you'll go right to his website if you want to get his newsletter or listen to his tips and all that kind of good stuff from Coach Steve. So, Coach Steve, last word is yours and then we're out here.

Steve Dailey: Listen the only last word I can say is put a smile on your face, all this stuff that we're talking about here, you know, you should be excited about-- this is good stuff, this is where life basically is. So have fun with it, smile about it, and I can't wait to serve you in 2013.

Tony Parinello: Thank you, Coach Steve, thanks for being Club Vito members everyone. We will see you next Wednesday with our live broadcast and don't forget each live broadcast is sandwiched by Q&A sessions on Tuesdays and Thursdays,



everything happens at 10 am Pacific right here at Club Vito. Take care, everybody. Thank you, Coach Steve.

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