



...newsletter

January 9, 2008

SUCCESS HAS A STRUCTURE

A very happy, exciting, prosperous and successful New Year to you and may 2008 be your best year yet.

Last month we looked at setting ourselves up for success. Now let's take the next step.

"Life asks of every individual a contribution and it is up to that individual to discover what it should be." - Victor Frankl



Victor Frankl, in his classic book "Man's Search for Meaning", wrote of life in a concentration camp during World War Two. He calculated that only one person in twenty eight survived the horrors of the camps and he made a personal study as to why one man would survive while many others perished.

He observed that the person who survived was not necessarily the fittest or the healthiest or the best fed or the most intelligent. What he did find was that those that made it through had a reason to keep going. They had a GOAL. In Frankl's case it was to see his wife's face again. Other survivors had different goals, but all had major goals nevertheless.

Here are some facts to be aware of:

- **GOALS** are what keep us going. How often have you heard of someone retiring after forty years and dropping dead within a few short months? Once we lose our momentum, once we lose our direction, we are in trouble.
- **IT IS OUR NATURE TO HAVE GOALS.** We can't live without them, or at least not for long. So if you have not set any – when would now be a good time to start?
- **IT IS NOT IMPORTANT WHAT THE GOAL IS, SO LONG AS YOU HAVE ONE.** It is not the getting of material things that matters, rather, it is who you become on the way to achieving your goals that counts.

THE LAW OF PRECESSION

Buckminster Fuller, an American visionary, devoted his life to answering the question, ***"Does humanity have a chance to survive lastingly and successfully on planet earth, and if so how?"*** As a part of the goal setting process he wrote about "the law of precession".

"Precession" is the principal which always ensures that we gain many things in addition to the goal itself. In fact, the most important thing is not the reaching of the goal but what we learn and how we grow along the way.

If you decide that you are going to walk the length of Britain or own a Ferrari sports car or start your own business, the important thing is not the walk or the car or the

business, but what kind of person you need to become in order to achieve your end.

In the pursuit of your goals, you may develop greater courage and determination, refine your powers of persuasion, learn about personal discipline, develop your stamina, learn to fly an airplane, achieve greater self confidence, find your life partner or learn to write a cheque! The question is,

“What or who do YOU have to become to achieve YOUR goals?”

WHEN YOU SET A GOAL – WRITE IT DOWN

In 1953 Yale University carried out a piece of research among the final year students to find out what they thought about the great seat of learning. Apparently they were asked to give their opinion on the campus, the staff, the academic facilities, the library, the lecture theatres, courses – even the food and the ancillary services. Everything that could be imagined was asked; the questionnaire also asked them about life in general.

One of the questions asked was, **“Do you have goals?”** It seems that **10%** of the total said **“yes”** to this. The next question was, **“If you have goals do you have them written down?”** Apparently **4%** of the total said **“yes”** to this.

Twenty years later, in 1973, the University was about to repeat the process by asking the then final year students roughly the same type of questions. In coming to their decision to go ahead someone objected and asked that the committee be made to find all who had left twenty years before, and to find out where they were in their lives now. This was agreed and the search spanned all areas of the world. Some former students had died but the majority of those who had filled up the first questionnaire were found.

What became clear was that the 4% who had written down their goals all those years ago were streets ahead of the rest when it came to indications of success in all areas of their life. Their well being, commitment to the community, relationships etc were so outstandingly different from the rest. The statistic that had the biggest impact was that each individual within the 4% was financially secure; indeed, the 4% were financially worth more than all the other 96% of those who did not write down their goals put together.

Surely, you are saying, **“It’s not as simple as setting a goal and writing it down?”** **YES, YES, YES, it is.**

Something magical happens when you put pen to paper because you are aligning both your conscious and unconscious minds. You become the creator of your own universe and you will begin to gravitate to what you think about most.

Lists work! They work for shopping and they work for life because energy flows where your attention goes.

But don’t take my word for it; watch **“THE SECRET”** again.

A good question to motivate yourself is, **“If I continue along the present course I am on, where will I end up?”** Now, see yourself in five years time. Is that where you really want to be?

NLP training/coaching may be just what you need to support you in making the changes you want. For further details and information contact me on:

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For more information on goal setting why not visit

www.changingperceptions.org.uk and download last January's news letter.

GOOD LUCK

Sincerely,

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