

## Goals

### Coaching Top Tip – The Importance of Goal Setting In Everyday Life

*'A goal without a date attached to it is just a dream, a fantasy, an idea'*

- 1) Definition of A Goal
- 2) Questions to ask yourself
- 3) How To Set S M A R T E R Goals
- 4) When To Review Your Goals
- 5) Why & How to Prioritise Your Goals
- 6) Use Visualisation To Achieve Your Goals

In Goal Achievement There Is No Success or Failure There Is Only A Result. Success Or Failure Is Something That You Attach To That Result!

[Click here](#) to read the full article.

Dawn Campbell, CECI

[dawn@rainbowpromisehealth.co.uk](mailto:dawn@rainbowpromisehealth.co.uk)

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## Editors Letter

Welcome to the first newsletter for 2008.

The focus for this month's newsletter is "Goals" which could be more excitingly described as an "end result", "outcome", or "dream". With the beginning of another New Year upon us it is a most appropriate topic given that most New Year's resolutions are broken within the first month mainly because no thought is given on how to achieve them. Abraham Lincoln said, "A goal properly set is halfway reached." However, most people don't get this far, which is a missed opportunity considering how simple it is and how close you could be to living your dreams.

This month's newsletter provides you with various prospects to move forward, covering a number of topics including: the definition of goals, whether your goals are in line with your values and the importance of having goals in everyday life. The commencement of any new year is the time most likely that the majority of individuals give the most consideration to goals and goal setting. Why not spend a little extra time this year in preparing and planning your dreams and turning them into reality? Each step no matter how small contributes to the overall eventual successful outcome. Herbert A Otto said, "**To become fully alive a person must have goals and aims that transcend himself**". So why not make 2008 the most successful year you have ever had?

All the best for 2008!

*Anna*

Anna Cairo, Assoc  
Newsletter Editor  
[anna@the-eci.org](mailto:anna@the-eci.org)

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### Monthly Meditation

When we become an adult we often put aside the dreams we had as a child.

A way to re-capture these dreams is to use the art of meditation.

But what does meditation mean? Often when we first hear about meditation we link it with an exotic practice connected with Eastern religions, or we visualise meditation as requiring a special sitting posture, requiring your legs and hands to be situated in a specific way, or you may think that meditation is 'holy'.

Meditation is simply selecting to focus your mind on something or nothing. Meditation is accessible to all of us. It is very down-to-earth and practical.

Many meditations are inspired by ancient and modern spiritual traditions – none of which requires faith or belief. You can select to meditate by simply creating a specific time of day/night to consciously focus your mind in a positive and helpful way.

If you are new to meditation or are experienced at meditation, my experience with *The Meditation Bible* has provided me with some new meditations that I can use sitting, swimming, walking, running, gardening, doing housework, walking the treadmill, or following a traditional meditation.

Meditation is what you select it to be – an opportunity to consciously select to focus your mind on something or nothing.

Using the section that talks about manifesting your dreams, will, when you are thinking about your goals for 2008, allow you to re-capture the dreams you had as a child.

Barbara J. Dalpra FECI  
[www.nyasa.biz](http://www.nyasa.biz)  
[barbara.dalpra@nyasa.biz](mailto:barbara.dalpra@nyasa.biz)  
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### Definition of Coaching

Goal Definitions  
<http://www.yourdictionary.com/goal>

1. the line or place at which a race, trip, etc. is ended
2. an object or end that one strives to attain; aim
3. in certain games,
  1. the line, crossbar, or net over or into which the ball or puck must be passed to score
  2. the act of so scoring
  3. the score made

#### AND

A positive statement of intent, correctly formed, made with absolute commitment and followed through with daily action with an end date in mind. This statement is written down and reviewed constantly.

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### Inspirational Quotation

Without goals, and plans to reach them, you are like a ship that has set sail with no destination.

*Fitzhugh Dodson*

It doesn't matter where you are coming from. All that matters is where you are going.

*Brian Tracy*

What you get by achieving your goals is not as important as what you become by achieving your goals.

*Zig Ziglar*

Self love my liege is not so vile a sin as self neglect.

*King Henry V*

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### Readers Feedback

We would appreciate *your feedback* on this article or any aspect on the newsletter.

Email the [editor!](#)

## The ECI

How important is it for coaches to continually market their own coaching practice? The Coach Referral Service provides each Accredited Coach with the opportunity to promote themselves as part of their membership.

To enter your details on the Coach Referral Service, it's a simple process. Login to the members area (<http://www.europecoachinginstitute.org/members/>) and select the following members options:

- Training – enter your training course details using this menu option.
- Workshops – this gives you a chance to enter all the workshops that you have attended.
- Accreditation – your ECI accreditation details will be displayed. Don't forget to enter any other accreditations that you may have.
- Business Details – select the types of business that your coaching practice encompasses.
- Organisation Memberships – enter all the business organisations for which you are a member. For example, Chamber of Commerce.
- Insurance – this allows you to display your Professional Indemnity Insurance policy details.
- Edit Details – to enter the languages you coach in, your coaching speciality, short description, approach to coaching, a few words from the coach and a number of your testimonials.

Once you've updated all your details, **select the Display option.**

Selecting 'yes' will display your information on the ECI's Coach Referral Service web-pages

[http://www.europecoachinginstitute.org/coach\\_referral\\_service/search.php](http://www.europecoachinginstitute.org/coach_referral_service/search.php)

and also on the International Coaching Register

[http://www.internationalcoachingregister.org/icr\\_content/icr\\_alphabetic\\_display.php](http://www.internationalcoachingregister.org/icr_content/icr_alphabetic_display.php).

Don't forget to check that the details you've entered are those you want displayed.

An important point to note is that to protect you from spam emails but to allow you to be contacted, anyone wishing to contact you directly can do by clicking on the 'I wish to contact ...' button. This will send you an email to your registered email address.

We look forward to seeing you included in the Coach Referral Service.

So you are asking yourself, how can I become an Accredited Coach? To apply for an internationally recognised coaching standard, the ECI's coach accreditation process can be found by selecting the Members Upgrade option, which takes you through to the following web-page - [http://www.europecoachinginstitute.org/accreditation/accred\\_upgrade.php](http://www.europecoachinginstitute.org/accreditation/accred_upgrade.php).

As a coach who has trained on an accredited training course, please remember that there is a simplified process for achieving your accreditation.

Any questions or concerns about becoming an accredited coach just [email](#) the ECI's Intl. Head of Accreditation – Cherry Claus.

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## How to Think Bigger, Aim Higher, Go Further in 2008 Dr Philip E. Humbert

This is the time when successful people define their goals for the year ahead. Millions of people will review their numbers for 2007, evaluate their results and make adjustments for 2008. That's the way organizations, large corporations and even most individuals do it.

And there's nothing wrong with it. Except it always seems so small, so safe, so "normal". For many of us, "raising the bar" is not what we truly want. It's not enough.

Too many of us set our goals by merely adding 10% to what we've done before. The major exception is our weight, where we promise that we'll finally lose the ten pounds we've been trying to lose all year. Now, there's nothing wrong with that. Institutions do that all the time. But who wants to live like an institution?

This is your LIFE we're talking about! If a few adjustments are all you really need, go for it! If a minor tweak will do, then don't make a fuss. Adjust your budget, set your goal, and be done with it.

But I challenge you to think bigger and aim higher.

As you look to 2008 and beyond, what do you really WANT for your life? What's the REAL story? What's your DREAM? What are you doing with your life? That's the question I hope you'll consider as you plan the year ahead.

Please don't forget to promote the ECI to like-minded friends and clients by forwarding them a copy.

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**Positive Daily Actions**

**Positive Daily Habits:**

- Express gratitude
- Practice written and verbal affirmations
- Enjoyable exercise
- Meditation
- Good nutrition
- Being thankful
- Relaxing
- Reading and self development
- Visualisation

Dawn Campbell, CECI  
dawn@rainbowpromise.co.uk  
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**What the Media is saying**

**Work-Life**

How is your work-life balance? You can't succeed unless it is good, says US life coach, who gives 'laser coaching' Times readers. Here she talks to a communications consultant.

Ginger Cockerham

[Click here](#) to read the article.

The Times on Line  
11<sup>th</sup> December, 2007

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**Shorter and cheaper route to knowledge**

[Click here](#) to read the article.

Financial Times  
13<sup>th</sup> December, 2007

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**Coaches pick up ball dropped by management**

[Click here](#) to read the article.

Financial Times  
11<sup>th</sup> December, 2007

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In those areas where a small step is all you need, that's fine. Buy a new car, lose the weight, make a little more and spend a bit less. These are the small adjustments that make life easier and I support them.

But what's the really BIG picture? What would you love to do if only you knew how, had the courage, the time, the resources or whatever you think you need? In the secret places of your heart, in those quiet moments, what's the REAL story? I invite you to think carefully and clearly about that. And be daring!

Unfortunately, the small adjustments that are so logical can be the very things that keep us trapped. As we hit our goals and increase our income, these small victories become the "golden handcuffs" that trap us in our routine. They keep us "playing small" so that while we're winning the battles, we end up frustrated or confused because our lives don't have the joy we deserve.

This holiday season, dream bigger. Ask the fundamental questions about who you are, what you want, and how you want to live. Where are you going? What's the point? This year, think bigger, aim higher, insist on going further. You may not get "there" in one year, perhaps not in a lifetime, but make sure you're headed in the right direction. Make sure you're on a path that is worthy of you.

Dr Philip E. Humbert  
[www.philiphumbert.com](http://www.philiphumbert.com) [Coach@philiphumbert.com](mailto:Coach@philiphumbert.com)  
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**Accredited Training Courses and Workshops**

**Full Coach Training Courses**

- Diploma in Life & Business Coaching  
Mindstream  
[info@mindstream.ie](mailto:info@mindstream.ie)
- Diploma in Personal and Executive Coaching  
Executive Coaching  
[info@executivecoaching.ie](mailto:info@executivecoaching.ie)
- LCH Diploma in Life Coaching (The)  
Achievement Specialists  
[enquiries@achievementspecialists.co.uk](mailto:enquiries@achievementspecialists.co.uk)
- Life & Executive Practitioner Coach Diploma (DipNMC)  
Noble Manhattan Coaching  
[info@noble-manhattan.com](mailto:info@noble-manhattan.com)
- Life & Executive Senior Coach Diploma (SNMC)  
Noble Manhattan Coaching  
[info@noble-manhattan.com](mailto:info@noble-manhattan.com)
- Life & Executive Master Coach Diploma (MNMCM)  
Noble Manhattan Coaching  
[info@noble-manhattan.com](mailto:info@noble-manhattan.com)



Further details on all these courses and workshops can be found at  
[http://www.europecoachinginstitute.org/coach\\_training/programme.php?Level=CTECI](http://www.europecoachinginstitute.org/coach_training/programme.php?Level=CTECI)

**Short Courses**

- Coaching Skills for Managers  
Reed Learning plc  
[tim.runacre@reed.co.uk](mailto:tim.runacre@reed.co.uk)
- Quantum Goal Achievement  
Noble Manhattan Coaching  
[info@noble-manhattan.com](mailto:info@noble-manhattan.com)



Further details on all these courses and workshops can be found at  
[http://www.europecoachinginstitute.org/coach\\_training/programme.php?Level=SCECI](http://www.europecoachinginstitute.org/coach_training/programme.php?Level=SCECI)



Ice Breakers

You have the power

You have the power to surprise someone with a sincere act of kindness that's totally unexpected and completely delightful. You have the power to give a helping hand and an encouraging word to those who need it most.

You have the power to set your sights on a goal and then do what is necessary to reach it. You have the power to take an ordinary moment and give it extraordinary value.

You have the power to forgive. You have the power to appreciate.

You have the power to express yourself and you have the power to listen. You have the power to teach and you have the power to learn.

You have the power to look at a problem and to find within it a positive opportunity. You have the power to see what's wrong with a situation and to take the steps that will make it right.

At the end of this day, your world will not be the same place that it was when the day began. For you always have the power to make a positive difference.

Ralph Marston  
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Offers & Useful Information

Practical advice for business  
[www.businesslink.gov.uk](http://www.businesslink.gov.uk)

All Business  
[www.allbusiness.com](http://www.allbusiness.com)

Useful and FREE!!

Convert to PDF from any application by simply 'printing' to the PrimoPDF printer - it couldn't be easier!

Within minutes, you can create high-quality PDFs by converting from Word, Excel, PowerPoint, and virtually any other printable file type.

[Convert to .PDF](#)

A truly amazing way of finding your way around the towns, cities and villages of the world from your computer.

Check the destination before you travel there and plan your route.

<http://maps.google.com/maps>

Workshops

- Results Coaching  
Noble Manhattan Coaching  
[info@noble-manhattan.com](mailto:info@noble-manhattan.com)

Further details on all these courses and workshops can be found at [http://www.europeancoachinginstitute.org/coach\\_training/programme.php?Level=WSECI](http://www.europeancoachinginstitute.org/coach_training/programme.php?Level=WSECI)

How Dreams become Goals

Diana Robinson

It is wonderful to have a dream. It can also be wonderful to have a goal. True, there is a school of thought that maintains we do not need goals. My own perception of this viewpoint is that it applies to those goal-lists that time management folks advocate. They may be useful, or a burden, depending on where you are in your personal growth. Today, though, I am looking at something different.

I am looking at the difference between having a dream and having a goal.

A dream is a goal without legs. It is a wonderful thing to have, can be the guiding passion of your life, but unless you clarify it and give it the legs to move toward you, getting there is going to be very much a matter of luck.

To transform a dream into a reachable goal you must clarify it, provide the details, make it so clear that you can see it, feel it, know what you will feel like when you get there. This works for you in many ways.

- \* It clarifies what you want to the point that you will always be attuned to anything that is relevant. Opportunities will not pass you by unnoticed.
- \* It shows you what you need to do to get there, step by action step.
- \* It makes false detours and dead ends less likely to distract you.
- \* And perhaps the images you carry in your mind and heart will echo out to the universe for manifestation.

The clearer and more vivid the image, the more likely are all of these things to happen.

As an illustration, I will use a dream someone might have regarding a career, but the principle remains the same whatever the nature of your dream.

Let's suppose that you yearn to work outdoors and close to nature. Someone asks you to tell them more, but you can't. You don't know. All you know is that you want to work outdoors and close to nature. This is a dream. Why is it not a goal? Because it is not specific. That description could fit many occupations, including park ranger, beach bum, safari tour guide, farmer, landscape gardener, migrant worker, beekeeper or many more.

There is a saying, "be careful what you pray for, because you will surely get it, but not necessarily in the form, and at the time, that you expected." This applies particularly when your thoughts are not specific. Imagine putting out a prayer and a wish to the universe that you find a job that involves being in the outdoors and close to nature, and having your prayer answered by falling into a job as a beekeeper... when you are truly terrified of insects!

This is not bad luck, it is bad management. Bad management of your own desires and intentions. Both your own unconscious and the universe need clear direction before they can begin to manifest a path, let alone get results. If you are to harness your own energy and that of the universe so as to bring your dream into reality, you need first to create it in imagination.

Okay, let's start again. You want a job working in the outdoors and close to nature. Buy yourself one of the many books on the subject of career choice that will help you to CLARIFY. Ask yourself those annoying questions that any career counsellor would ask you.

What sort of work do you want to be doing? Do you like people? Do you like animals? What kind of animals? (There's a big difference between working with a friendly kitty-cat and working with large wild animals who would prefer that you not be sharing their space.) Do you enjoy structure or freedom? And be careful of this one, because we all think we want freedom until we find ourselves working alone and without guidelines or supervision. For some people this works fine, for others it is far more threatening than they had realised.

For every image that comes to you, follow it, ask yourself how it fits, how you will work with it, and what comes next, until your dream is as vivid and enthralling as a five star movie. Know in your heart that this is what you want to be doing with your life, that it is a job you will enjoy so much that you'd love to do it even if you didn't have to earn a living. Then put THAT image out there for manifestation. This time there will be no mistakes.

When I write "Put it out there for manifestation" I am not saying that you then sit back and wait. One of my mother's sayings is "Pray as if it all depends on God, and then work as if it all

## How Dreams become Goals (continued)

Virus threats are a daily issue that computers have to deal with.

AVG Anti-Virus Free and AVG Anti-Spyware Free is for private, non-commercial, single home computer use only.

For more details see: <http://free.grisoft.com/doc/1>

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depends on you." It is good advice. But now, with your mental picture in place, you know what it is that you are working toward.

What you DON'T need to put out to the universe is exactly how this manifestation has to happen. If you do, then you are limiting the way in which you and your goal can come together. In truth there are more paths to your goal than you can imagine. It is fine to choose one that you will work on, with a couple of fall-backs in case of obstacles, but be careful to remain clear that these are not the only alternatives. Whatever it is that you seek, it may be manifested in ways beyond your wildest dreams.

Diana Robinson

[www.ChoiceCoach.com](http://www.ChoiceCoach.com) [Diana@ChoiceCoach.com](mailto:Diana@ChoiceCoach.com)

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### Great Questions

A coaching question is designed to invite the client to reflect upon their own knowledge, their own experience, their own values, their own opinions, to find an answer that provides them with the next steps or steps in achieving their goal.

In this way, by asking your coaching questions, the client finds their own answers and derives their own way forward.

**"If you say "No" to this, what are you saying "YES" to?"**

A great Coaching question to help a client understand the ramifications of a certain decision they are making, or about to make.

Anon

**"Where is this action taking you?"**

Useful when a coach feels a client needs to focus on the reality of what they are about to do and is a very different question compared to "Where *will* this action take you?"

Anon

**"How do you explain this to yourself?"**

A great question to ask a client if you feel they need to understand a little more about where their actions are taking them.

With thanks to  
"Co-Active Coaching"

When a student is struggling to see a way forward it might be good for them to reflect on their progress to date, and use it as a catalyst for future improvement.

This question may help them:  
"Based on your recent student assessments how will you modify your approach and thus improve your results from this point forward?"

Anon

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## ECI Additional Benefits for our Members

Professional Indemnity Insurance – [Click here for more details](#)

TAXCafe® - [Click here for more details](#)

Coaching Hours Log – [Click here for access to the log](#)

C.P.D. (continuous professional development) Log – [Click here for access to the log](#)

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## Top 10 Tips on Goal Setting

Barbara J. Dalpra

1. Write it down
2. List the benefits to yourself
3. Affirmations
4. Where are you today?
5. Identify investments and sacrifices
6. Levels of knowledge
7. Support
8. Design and develop your plan
9. Set your deadlines
10. Celebrate – how will you reward yourself?

The most important thing about goals, is having one.

*Geoffry F. Abert*

[Click here](#) to read the full article.

Barbara J. Dalpra FECI

[www.nyasa.biz](http://www.nyasa.biz) [barbara.dalpra@nyasa.biz](mailto:barbara.dalpra@nyasa.biz)

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## Members Offers

Build a Booming Business – Betska K-Burr MECI – [Click here for more details](#)

The Science of Getting Rich – Barbara J. Dalpra FECI – [Click here for more details](#)

Get Known Fast – Tessa Stowe, Assoc – [Click here for more details](#)

*Your 'Get Known Fast' programme was super value for money and I want to thank you so much for changing my life in many ways Tessa! - see the testimonial written by a member of the ECI*

**How would you benefit if you were to promote your own business offers to the ECI's membership?**

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## ECI Sponsored Workshops

The ECI offers their Members with the opportunity to promote their own workshops and short courses. It is important to note that these short courses and workshops are *not verified* by the ECI, and therefore they are not subject to the same scrutiny as the ECI Accredited Courses and Workshops.

**“Give yourself the Gift of Good Health this Year” Short Course**

Rainbow Promise Health  
[Click here](#) for more information

**“The Positive Parenting Made Easy” Workshop**

Positive Parents – Confident Kids Coaching Ltd.  
[Click here](#) for more information

*Take this opportunity to promote your short courses and workshops. Email the details to [members-offers@the-eci.org](mailto:members-offers@the-eci.org).*

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**Acronym**

S pecific  
M easurable  
A chievable  
agreed  
action-oriented

R ealistic  
T ime-bound  
E xciting  
R ecorded

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**Thought of the month**

"Magic is believing in yourself, if you can do that, you can make anything happen."

*Johann Wolfgang von Goethe  
(British Playwright)*

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**Word of the month**

Algorithm  
(AL-guh-rith-uhm) noun

A finite sequence of well-defined steps for solving a problem.

[After al Khwarizmi (the [man] of Khwarizm), a nickname of the 9th century.

Persian astronomer and mathematician Abu Jafar Muhammand ibn Musa, who authored many texts on arithmetic and algebra. He worked in Baghdad and his nickname alludes to his place of origin Khwarizm (Khiva), in present-day Uzbekistan and Turkmenistan.]

"If you teach a computer to write a piece of music by feeding it an algorithm, have you composed the resulting piece or has the computer?"

Alexander Gelfand; The Sounds of Science; The Walrus (Toronto, Canada); Jun 2007.

Looking for word/quotation archives:  
<http://wordsmith.org/awad/archives.html>

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**Are Your Goals and Values in Line?**

**Kimberley Goodwin**

When your goals and values are not in line it is as if you have two horses pulling you in different directions. Let me explain.

Most people agree that goals can basically be described as what you are striving for and making plans to achieve. They are your objectives: Your aim. And often they seem to be more easily measurable than values.

While values are what is important or significant to you: What you value. Ideally you want your top 5 or so goals to be in line with your top 5 or so values. The significance may not seem apparent at first, but let me share Bob Robert’s story.

After attending a workshop I taught on Bob came to me and said he loved his job but for some reason achieving his career goals seemed to be a real struggle lately.

I proceeded to inquire about Bob's goals, learning he had recently revamped his career goals. He now had very clear and defined goals. The top three were to expand his sales territory, increase his income and become a trainer for new sales people with the company.

Next I asked Bob about his values. He responded by looking at me as if I had just spoken a foreign language. I explained to Bob that values were those often intangible things that are important to us. Being a religious and family man Bob quickly and confidently stated his top three values were his relationship with his wife, his children and his spirituality.

Then, it was time for Bob to share what he was doing to realize his goals? He reported he was travelling more, out of town frequently 4 days a week, including week-ends, which meant missing services on Sunday, his son's ball games on Saturdays and more. Ahh, I thought, we are on to something here. And I bet you can already see at least part of the problem, just a Bob did.

Bob's goals were not being supported by his values. In fact Bob's goals were leading him away from what he valued. Recognizing this actually made the solution fairly simple. Bob rearranged his schedule to take into account his values. He no longer was away from home on the week-ends. No more missed ball games and Sunday services. And when Bob was away, he and his wife had pre-arranged times for phones calls and more.

Values will change as you go through life. For instance as a teen you may find that a spouse, variety or travel are not in your top 10 values. But friends, status and independence are. Ask the same person when they are 35 years old, happily married with children and you will likely find two of their top ten values will include their marriage and children.

You will also find your values can easily change based on the circumstances. For example, if you are not feeling physically well, how much you value your health can't help but increase. Or if your job is in jeopardy, you might find how much you value money and security moves up the ladder.

As you can see when your goals and values are not in line they cause mixed emotions. And these conflicts can create difficulties in making the best choices as well as exhaustion. Yet if your goals and values are in line, supporting each other, positive emotions are triggered. This simplifies and clarifies things at the very least.

The following is a list of the top 25 values that I have recognized by querying my class participants and in working one to one with clients. They are by no means expected to be your top 25 values and they are in no particular order. Take as much time as you need to determine your top 10 values and your least important values.

Tip: If you have difficulty organizing them, try starting with a few. Put them in order, pick another, insert it the hierarchy where you feel it belongs. Continue, until complete.

- |                              |                    |
|------------------------------|--------------------|
| _____ Religion /Spirituality | _____ Education    |
| _____ Comfort                | _____ Creativity   |
| _____ Advancement            | _____ Affiliations |
| _____ independence           | _____ Old age      |
| _____ Achievement            | _____ Travel       |
| _____ Contribution/Charity   | _____ Health       |

**Humour**

**Scotch**

A fellow runs into a bar and says, "Barman, quick! Give me 20 shots of your best Scotch!"

So the barman lines up 20 shots of his best Scotch and watches this fellow down one after the other.

"Well," the barman says, "I've never seen anyone drink shots that fast!"

"You'd drink them that fast too if you have what I have," was the reply.

"Oh my God," says the barman, "what do you have?"

"50 pence."

Anon

A man goes to a pet shop where he sees a parrot with a red string tied to its left leg, and a green string tied to its right leg. He asks the owner the significance of the strings.

"Well, this is a highly trained parrot. If you pull the red string he speaks French; if you pull the green string he speaks German," replies the shop keeper.

"And what happens if I pull both the strings?" our curious shopper inquires.

"I fall off my perch you fool!!" screeches the parrot.

Anon

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- \_\_\_\_\_ Other \_\_\_\_\_
- \_\_\_\_\_ Other \_\_\_\_\_

Kimberley Goodwin

[www.topachievement.com](http://www.topachievement.com) [gene@topachievement.com](mailto:gene@topachievement.com)

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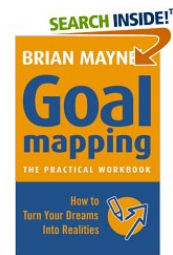
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**Recommended Reading**

[Goal Mapping](#)

by Brian Mayne

The Goal Mapping system is a tried, tested, proven and popular method for setting and achieving goals in any area of life, and in any endeavour. Why are some people so much more successful than other, and what does it take for people to achieve their true desires? It was this burning question that inspired Brian Mayne, to come up with the "Goal Mapping" system. The system has achieved formidable success as part of corporate training, with students and school children indeed, individuals in personal development workshops. The "Goal Mapping" system is a combination of ancient wisdom, accelerated learning and goal setting principles. Where most goal setting techniques focus on left-brain words and endless repetition to condition the goals into our minds, "Goal Mapping" uses imagery - the language of the subconscious. The Goal Maps combine words with pictures and symbols, and are thus able to impact on both the left and the right sides of the brain, to create extraordinary power. Whatever your dream, "Goal Mapping" can help you achieve it.



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**Goal Setting and Goal Achievement**

**Bill Bliss**

Much has been written about goal setting. Yet, many people comment that they are not satisfied with their performance in achieving those goals. This article is intended to address not only the effective setting of goals, but also to identify 8 steps to ensure that you achieve the goals you have set.

To begin, let's be sure we have a clear definition of what constitutes a goal. There have been many definitions of a goal; for purposes of this article, I would like to define a goal as follows: "A written statement that clearly describes certain actions or tasks with a measurable end result."

To elaborate on this definition, a goal must be written. If it is not written, it is merely an idea with no power, conviction or motivation behind it. It will lack energy and purpose. A written goal will allow you to remind yourself and others exactly what has to be done. Rereading this written goal on a regular basis will help provide the motivation to achieve the goal.

A goal will clearly describe certain actions or tasks. A goal that is clearly described will eliminate misunderstandings between you, your colleagues, your staff and your boss. Clearly described goals will include action verbs such as create, design, improve, organize, purchase, etc. A test to determine the clarity of your stated goal is to show the statement to 5 people. Ask each of them individually to explain the purpose and objective of the goal. If each one has the same response, your goal is clearly stated. If the responses differ, even in the slightest, it is a signal to make your goal more clear.

Goals must have a measurable result with a timeframe for completion. A measurable goal is quantifiable. It is described in such a way that the actual result cannot be disputed. If you cannot measure something, chances are you cannot effectively manage it.

Now that you have a written goal, what steps will you take to ensure you achieve the goal? The following will help you:

1. Regularly and vividly imagine your goal as accomplished.
2. Share your goal with as many people as possible so they can support and encourage your actions to achieve the goal.

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3. Break the goal down into small steps or tasks and set deadlines to complete the smaller steps.
4. Review your progress regularly.
5. Plan each task or step on your calendar by making an appointment to work on a particular part of the task. Block out the time necessary and minimise interruptions, phone calls or other tasks distract you.
6. If you are having trouble or getting backlogged, ask for help. Also, allow yourself to help others who may be backlogged as well.
7. Make the decision that you will accomplish the goal.
8. Plan a reward for yourself for the accomplishment of the goal. Even if no one else (like your boss) will provide a reward, there is no reason you can't reward yourself- a movie, a massage, a walk in the park or something that is meaningful to you. This will also help to motivate you to accomplish the goal.

What I have outlined is a process for effective goal setting and achievement. A process that will work if two components are present -- the process itself is sound and the people utilizing the process have the discipline to follow the process through. The process described above is sound and has worked in thousands of situations. The discipline is up to you.

Bill Bliss

[www.blissassociates.com](http://www.blissassociates.com)    [wbliss@blissassociates.com](mailto:wbliss@blissassociates.com)

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The ECI, P.O. Box 407, Ashford, TN24 8WS, UK

[www.europeancoachinginstitute.org](http://www.europeancoachinginstitute.org)

[newsletters@the-eci.org](mailto:newsletters@the-eci.org)

[info@the-eci.org](mailto:info@the-eci.org)



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ECI Accreditation Limited, Roper Yard, Canterbury, Kent CT2 7EX, United Kingdom.

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