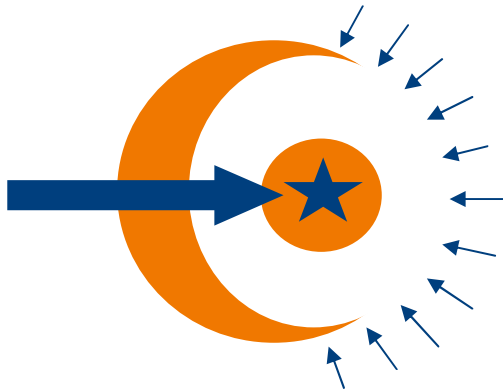


# Goal Planner

Reference: Dan Sullivan



## 1. Necessity / Urgency goals

These have intense short-range importance. Something crucial will be lost if these goals are not achieved as soon as possible.

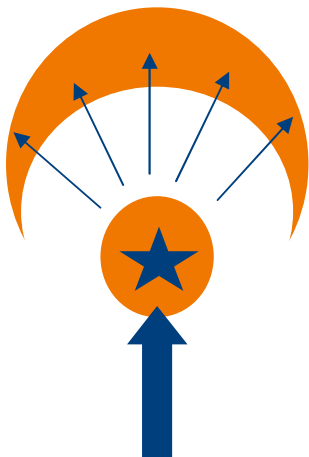
- **Threat to safety or survival**—on an individual, group, or organisational basis
- **Loss of opportunity**—Capture it now or lose it forever
- **Maintaining momentum**—Intense immediate focus is needed to keep things moving forward



## 2. Recovery / repair goals

These relate to situations where there have been failures, breakdowns, or set-backs

- **Stopping the damage**—Preventing further loss of advantage, position, or resources
- **Regaining confidence**—Focussing everything on a new, better, and different future
- **Establishing momentum**—Achieving a series of immediate small wins that build energy and enthusiasm



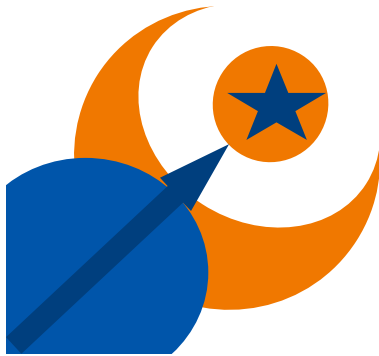
## 3. Capability / platform goals

These represent a new, higher level of skills and resources that makes greater achievements possible

- **Multiplying capabilities**—New methods, systems, and abilities that expand productivity
- **Focus resources**—Getting greater value out of existing strengths
- **Creating opportunities**—Opening the door to much greater possibilities for progress, growth, and achievement

# Goal Planner

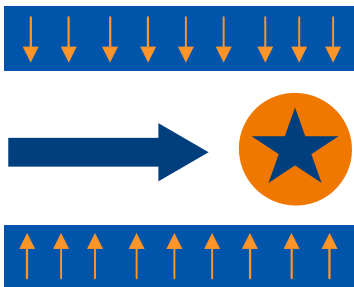
Reference: Dan Sullivan



## 4. Competitive advantage goals

These enable you and your company to out-manoeuvre and out-position your competitors.

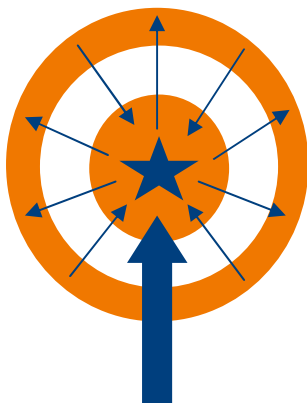
- **New Markets**—Entirely new kinds of clients and customers
- **New products/services**—Innovations that competitors can't match
- **New methods**—New forms of communication, teamwork, productivity, and value creation



## 5. Differentiation / uniqueness goals

These reinforce your uniqueness as an individual and as an organisation

- **Breakthrough ideas**—New ways of looking at existing problems, relationships, and opportunities
- **Breakthrough methods**—New ways of solving confusing problems and overcoming obstacles
- **Breakthrough systems**—New ways of simplifying complex situations and relationships



## 6. Reputation / referability goals

These send out the message that you and your company are the best at what you do

- **Impressive achievement**—Something that clearly proves superiority
- **Total dependability**—Eliminates all doubts and worries that anyone might have
- **Attraction ability**—The best people, capabilities, and opportunities seek you out

# Goal Planner

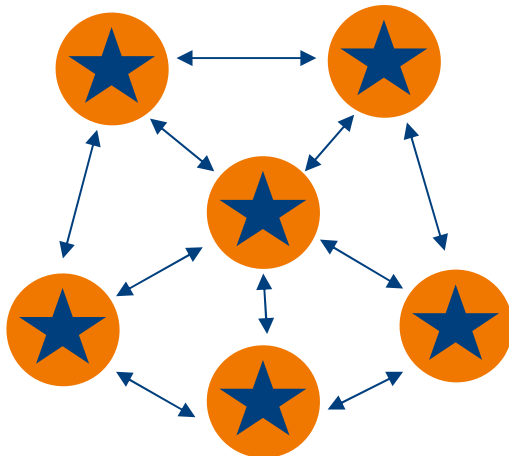
Reference: Dan Sullivan



## 7. Presentation / packing goals

These show you and your company off in the best possible light

- **Professional**—Everything you say or do communicates that you know what you're doing, and why you're doing it
- **Striking**—Stands out sharply and distinctively in the midst of daily information overload
- **Memorable**—Once people experience you, they can't forget the positive impact



## 8. Teamwork / organisation goals

These free you and everyone in your organisation up to focus totally on what each person does best

- **Highly productive**—Enormous amount of work is achieved quickly, with minimum waste of energy and effort
- **High energy**—Everyone is excited about working in the environment and with each other
- **Value creation**—Constant increase of client satisfaction, commitment, and loyalty



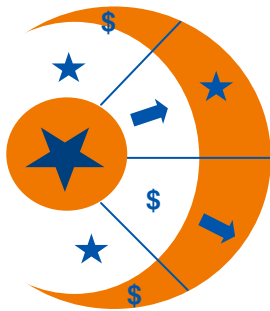
## 9. Well-being / enjoyment goals

These enable you to live life to the fullest—and in the best possible circumstances

- **Fit and healthy**—Full of energy, free from physical limitations
- **First class**—Enjoying the best products, services, and experiences in the world
- **Being present**—Serene, aware, and grateful on a daily basis

# Goal Planner

Reference: Dan Sullivan



## 10. Contribution / generosity goals

These enable you to support, help, and assist as many other people as possible

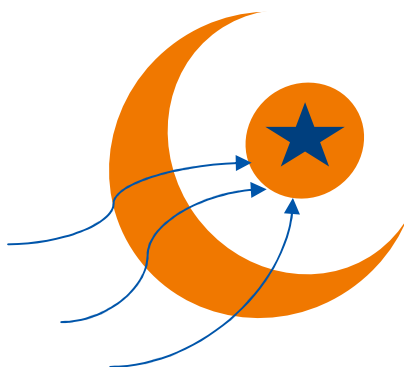
- **Providing direction**—Helping others when they are confused
- **Providing confidence**—Helping others when they are isolated and discouraged
- **Providing capability**—Helping others who feel they are overwhelmed and powerless



## 11. Self-actualisation goals

These enable you to express your greatest ideals and abilities

- **Escaping convention**—Operating consistently in a way that exceeds conventional thinking and behaviour
- **Transforming obstacles**—Going beyond the barriers that stop other people
- **Constantly unpredictable**—Doing things that shock and wake up other people's dreams and talents



## 12. Significant / meaning goals

These relate to the impact that you want your whole life to have—how you make a lasting difference

- **Role model**—The spiritual, moral, and ethical qualities that you want to reinforce in the world
- **Global improvement**—How you want the world to be a better place for everyone
- **Righting wrongs**—Working to help those who cannot help themselves

# Goal Planner

Reference: Dan Sullivan



## Differentiating your goals

In this exercise, we've asked a question that relates to each goal category. Next to the question, record three of your goals that fit with in that category. These should be existing goals, not goals that you come up with just for this exercise. Next, for each goal write in a completion date.

## All of your goals in cooperation with each other

Completing this exercise will help you to see

that all the different ideas you have about how you want to live your life can be categorised as different kinds of goals for greater clarity. Understanding these distinctions will also ensure that your goals are not in competition, but rather in cooperation, with each other. Notice, as you are doing this exercise, how different goals call on you to use different parts of your brain, and how, as a whole, the twelve categories of goals provide you with a powerful, integrated sense of the future.

|   | Category                           | Question   | Goals | Deadline |
|---|------------------------------------|--|-------|----------|
| 1 | Necessity / urgency goals          | What do you absolutely have to focus on right now—to prevent losing something crucial?   | A     |          |
|   |                                    |  | B     |          |
|   |                                    |  | C     |          |
| 2 | Recovery repair goals              | What do you have to do now to recover from a failure, defeat, or set-back?               | A     |          |
|   |                                    |  | B     |          |
|   |                                    |  | C     |          |
| 3 | Capability platform goals          | What achievements are necessary to put you in a position for much greater possibilities? | A     |          |
|   |                                    |  | B     |          |
|   |                                    |  | C     |          |
| 4 | Competitive advantage goals        | What achievements do you need to out-position and out-manoeuver your competitors?        | A     |          |
|   |                                    |  | B     |          |
|   |                                    |  | C     |          |
| 5 | Differentiation / uniqueness goals | What do you need to achieve to differentiate you and your company from everyone else?    | A     |          |
|   |                                    |  | B     |          |
|   |                                    |  | C     |          |

# Goal Planner

Reference: Dan Sullivan



| Category |                                 | Question  | Goals | Deadline |
|----------|---------------------------------|---|-------|----------|
| 6        | Reputation / referability goals | What is needed for you to be widely recognised as the very best at what you do?       | A     |          |
|          |                                 |   | B     |          |
|          |                                 |   | C     |          |
| 7        | Presentation / packaging goals  | What do you need to show yourself and your company in the best possible light?        | A     |          |
|          |                                 |   | B     |          |
|          |                                 |   | C     |          |
| 8        | Teamwork / organisation goals   | What's needed to free you and others to do what each of you does best?                | A     |          |
|          |                                 |   | B     |          |
|          |                                 |   | C     |          |
| 9        | Well-being / enjoyment goals    | What do you need to do next to increase the quality of every part of your life?       | A     |          |
|          |                                 |   | B     |          |
|          |                                 |   | C     |          |
| 10       | Contribution / generosity goals | How do you need to increase the help, assistance, and support to others in your life? | A     |          |
|          |                                 |   | B     |          |
|          |                                 |   | C     |          |
| 11       | Self-actualisation goals        | How do you need to increase the expression of your highest ideals and best abilities? | A     |          |
|          |                                 |   | B     |          |
|          |                                 |   | C     |          |
| 12       | Significance / meaning goals    | What do you need to do so that your life makes a positive and lasting difference?     | A     |          |
|          |                                 |   | B     |          |
|          |                                 |   | C     |          |