



Good afternoon everyone and welcome to a *Moment With Malzahn*. Today we're going to be discussing the importance of **goal setting**, as well as covering the step-by-step process for creating a well-formed **personal defined success plan**, or *p.d.s.p.* for short.

First and foremost, I would like to start off with a brief explanation of why goal setting is of utmost importance in life. I think it's pretty obvious that if we are to get anywhere of significance in life that we must have a clear plan of action, just as if we are attempting to travel to an unknown location, we would just as surely need a map to help us navigate our course of direction. Otherwise we become lost.

During the course of my research and readings, I have frequently stumbled across an interesting research study that was conducted by Harvard University, and later duplicated by Yale some years later with strikingly similar results.



The study starts with the observation of students from their respective **MBA** programs. The students were initially asked, “*Have you set clear written goals for your future and made plans to accomplish them?*” The results of that question were:

*Only **3%** had written goals and plans*

***13%** had goals but not in writing*

***84%** had no specific goals at all*

Ten years later Harvard interviewed the members of that class again and found:

*1. The **13%** who had goals but not in writing were earning on average **twice** as much as the **84%** of those who had no goals at all.*

*2. The **3%** who had clear, written goals were earning on average **10 times** as much as the other **97%** of graduates all together. The only*



*difference between the groups is the **clarity** of the goals they had for themselves.*

So with that being said, hopefully you will appreciate the complexity of today's tutorial on creating a well-defined personal success plan.

OK, so now let's start off with the very first sheet that we need to create for ourselves. This is the **anticipated accomplishments** sheet. As you can see we start off with your name at the top followed by seven different *life-domains*, accompanied by their respective **goal descriptions** and their **estimated completion date**.

It's very important to split your goals into these seven different *domains*, or areas of one's personal life. You see very often while setting goals for ourselves we tend to favor only one, or maybe even two of these life-domains, and the consequence for that is that we



become **unbalanced** and ultimately not as

effective in our efforts. Therefore it is important to have a healthy balance of goals that will serve to keep us well-rounded and focused on fulfilling the needs of all areas of life.

The next thing that you'll notice is an **estimated completion date**, which is important for two different reasons. **1.)** it gives you a point of reference that you can use to determine **exactly** when you can expect to begin any future projects of the same domain that you're presently interested in, but not yet ready for, we call these **pending accomplishments** (which we will cover in more detail shortly), and **2.)** It creates a sense of urgency in the mind since now we have a deadline that we must fulfill, and whenever the mind is consciously aware of the urgency of time, it will naturally create mild anxiety that will serve as the stimulus needed for motivation to continue working diligently.



Now once you have all of your goals clearly defined and categorized within their respective domain, along with an estimated completion date, we can then move on to the next page.

Here we have our **pending accomplishments**, and as previously mentioned, these are the goals that we have a desire to fulfill, but presently are **NOT** yet ready for, or are in a position to pursue them. Pending accomplishments work the exact same way as anticipated accomplishments, so you will follow the same principalities here as you did on the previous worksheet.

Moving on to the next worksheet we see a few different things here. The “**general purpose**” is essentially a universal definition of *why* it is of importance that that we accomplish these goals that we have set forth for ourselves, and generally, that purpose is to take us one step closer to actualizing our overall **vision**,



which is outlined here in the next section below (*refer to reference worksheet*).

The vision represents how we ultimately would like to see our lives pan out in the **future**. The vision helps us define exactly what type of person we are **WANTING** to become, as well as the type of lifestyle that we are **WISHING** to live. So here you can go ahead and jot down a couple different descriptive words that will help you paint a clearer picture of how you would like your life to be after your *transformation*.

In the next section, we have our **evidence procedure**. This is basically a brief paragraph that explains “*why*” you **BELIEVE** you can realistically accomplish the goals that you have set for yourself. This is why it is called the “*evidence procedure*”, because we are essentially producing *evidence* from the past that would support our **belief** that we are capable of achieving the goals that we are



presently having today. This section helps to build reassurance and confidence within ourselves.

Next we have our **personal mission statement**, as you can see here, the overall purpose of a personal mission statement is to cultivate and refine a *strong character foundation* that will **empower** the individual to achieve and maintain their innermost desires. Basically, a personal mission statement is the mother of all goals. It is that one almighty goal, that when achieved, will bring forth all of your innermost desires. It is essentially the key to unlocking your **infinite potential**, and unlimited happiness, in this lifetime, as well as in the next. A personal mission statement is essentially *“a compilation of rules and regulations, philosophies, values, beliefs, guidelines and principalities that if I we are to follow and abide by today, and most every day*



forward, will give me the foundation required to accomplish any, and every, goal that I set forth forward from here on out.” Therefore it is absolutely of extreme importance that your personal mission in life be **seriously contemplated**, as this is the determining factor that will shape the rest of your life once you begin living by the definition of your personal mission.

Next we have our **philosophy**, this is essentially a simple statement of how you believe one should live their lives, and as you can see here, I believe that we should *“everlastingly endeavor to seek knowledge and understanding of truth while vowing to remain forever curious.”* As I believe that this philosophy will help me to **harmonize** with my personal mission statement as well as serve to **empower** me in every and **ALL** aspects of my



life. One may also call this there “*moto*”. Let’s progress onward!

Moving on to the next page, we see our **value hierarchy**. This is essentially our character foundation at its core. These are the values; or qualities of human thought / behavior that if embraced and internalized, will be responsible for producing the most beneficial consequences in one’s life. I have displayed here **36** key values that are segmented into three different columns. I like to call these three columns, the “**pillars of personal power**” or “**triple p’s**” for short, because if you are to align yourself with the triple p’s and make a conscious effort to continuously improve these qualities within yourself, you will begin to notice a shift in your personal performance beyond your wildest dreams. Immeasurable power lies behind these qualities, and can be harnessed with a disciplined mind.



Now as we move on here, we're finally approaching the actual meat of our personal defined success plan. Here we see our **anticipated accomplishments** yet once again. However this time they're going to be **refined** and **defined** to a tee. So the first thing you'll notice here is some basic information about the goal. We've got the goal **name**, **domain type**, as well as **estimated start and end date**. Again, don't forget to be **specific** with your target dates; this is what gives us that much needed sense of urgency to act.

Next we have the **executive summary**, or basically a **positive FIRST**-person statement that clearly defines the goal that we are pursuing. Basically, we are just combining the above information, and turning it into an affirmational statement that we can then repeat to ourselves on a daily basis for *subconscious conditioning*. You see, just having goals written down on paper is one thing, while yes, that's a



great thing to have, we still need to constantly revisit them, and to then re-read them to ourselves as well. Also, **meditating** on these goals is probably the best thing that you could ever do for yourself, and we'll talk about that in more detail just shortly.

Up next we have our **objectives**, this is the check list, or bullet points that we must follow in sequential order to reach our end result. The objectives list is also known as our “stepping-stones”, or *mile markers* that we must pass in order to successfully reach our destination. This is a great place to revisit every so often for a quick course check just to keep the next step in the back of your mind at all times.

Now we're going to move into the **sensory description**. This is the part where we break down our perceived reality in sensory terms once we have achieved our goal. Essentially, we are going to pretend that what we want, we



already have **now**, and so we will describe here (in great detail) just how our new lives will appear before us, and by doing so, we are to pay specific **attention** to the three main modes of sensory perceptions, as this will help us construct a clear *mental representation* of what we are wanting most in life. And we will then use this sensory description, of our end goal, as a tool for meditation and subconscious reconditioning. The way we would then do this, is to get into a relaxed position somewhere, someplace where we will not likely be disturbed, and then reread the sensory description repeatedly to ourselves, until we can **envision** this reality with **crystal clear precision**, in our “*mind’s eye*.” Also, we should force ourselves to generate the **intense positive emotional feelings** that we would expect to feel, if we were actually enjoying this experience in the **present tense**. This will help us assign that powerful emotional feeling to our



newly created mental representation of our desired outcome, which will then likely motivate us, on an unconscious level, to begin acting on the opportunities that will lead to the fruition of our intended goal. The best way to do this would be to record ourselves reading the sensory description out loud, and then to replay this audio back to ourselves while we sit in a relaxed position somewhere, with our eyes closed, and to then begin meditating on what we are hearing. This will help us construct the inner image with much more detail and precision.

Moving along we see that the **evidence procedure** comes next. Here we are going to follow the same principle as we did when we filled out the evidence procedure for the entire **P-DSP**, or *personal defined success plan*. Only now the difference is that we are going to be focusing only on the specific goal at hand, as opposed to all goals in their entirety.



Next up we have our **available resources**. This is our inventory that we presently have access to which will help us along the way to achieving our goal. These resources are laid out before use so that we can see exactly what we have to work with, and then we make the determination of whatever else we may be needing.

Moving on, we have our **required personality**, this section here is an outline of the **specific qualities and characteristics** that we need to possess if we are wanting to be successful in following through with our plan. These are the **values, beliefs, attitudes** (hard, as well as soft, skills) required to accomplish our goal.

Moving along we have our **potential obstacles**. These are the barriers that you believe will constitute an inconvenience, or **temporary** setback when traveling down your



path of self-improvement. It is very important here that we be completely honest with ourselves, and to avoid minimizing any character defects or personal flaws that we may need to deal with. However potential obstacles may not necessarily be just internal conflicts, as they can also be external factors as well. However the key here is to think of any and everything that could possibly go wrong to prevent you from achieving your desired outcomes, so we can then develop a strategic *plan of action* that will remedy the situation at hand.

Which brings us to our next section, the **plan of action**. The plan of action is simply just that, a detailed plan of action that will give you the **step-by-step** set of instructions required to bring you the results you are ultimately looking for. Here we should be as specific as possible, as this area will help us to penetrate the veil of



uncertainty, bringing us to a whole new level of understanding.

The very last section of our anticipated accomplishment is the **perceived environment**. Again, here is the place where you would want to describe in **great detail** just how your new life will be once you have achieved your intended goals (*just like the sensory description, but with more **refinery** and **focus**.*) This is yet another section of the **P-DSP** that will be used for *meditation and visualization*.

Now the very last section of the entire P-DSP, is that of the **achieved accomplishments**, or *victory list* for short. Here we are going to list all of the goals that we have **ALREADY** accomplished in the past. This is going to be where we come for **motivation** and **inspiration**, as we can remind ourselves when times get tough, just exactly why it is all worth



the while, simply observing all of our previous accomplishments, and as this list begins to grow, so will our **confidence!**

And there you have it ladies and gentlemen; you have now officially completed your very own, **personal defined success plan** that will take you anywhere you want to go in life. Now all you have to do is make sure you **FOLLOW YOUR DIRECTIONS!** So good luck! And be sure to download the blank p-dsp template from the green rose website, as well as this very same example that we have been working from today. If you have any questions, comments, or concerns in relation to constructing your **personal defined success plan**, then please feel free to contact the green rose via email at hello@greenroseorganization.com. And that concludes today's segment on setting goals while planning for the future. Thank you for spending a moment with Malzahn! **God bless.**