



Developing Goals, Focus and Leaders

Winning Ways

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Winning Ways

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This copy of Winning Ways is a gift for you from Winning Ways, Inc. We provide an environment that creates focus, momentum and success for long term changes in your personal and professional life through our sales, strategic planning and coaching services. We help you achieve the results you and your business want! Call Joan Fletcher 703-273-9299 today. We are committed to helping you achieve your goals.

Winning Ways NewsBits

Joan Fletcher cut her first professional CD this month! Watch for information on ordering the CD. It is on goal setting and sales.

Winning at Sales kicks off a new class January 20th. Enroll today!

Mark Tatum kicks off the first Fairfax Youth Leadership program. Call today for detailed information: 703-273-9299.

Tying it Together: Personal and Professional Goals

Goal-setting is an essential part of a successful career. Knowing what needs to happen next, and how to break big goals down into small, manageable steps, can help you break into tremendous new levels of achievement.

However, a person can have their professional goals all lined up, and have learned how to achieve each one, and still feel frustrated or bored in their career. When your professional goals are *just* professional goals, it may be exciting for a time, but it's easy to lose motivation. You may begin to find the goal-setting process mechanical and routine, and what began as an exciting process of challenge and achievement becomes just work.

This is why it's so essential to consider your personal goals along with your professional goals. It is your personal goals that give lasting passion and drive to your professional achievement.

What exactly are personal goals? It's natural to think of goals in your career—better sales, or new clients, or promotions. It might not be so easy to think of your personal life in terms of goal-setting. For many people, their day-to-day personal life is mostly about maintaining the status quo: keeping fairly healthy, taking care of family, enjoying time with friends. Personal life also tends to be sharply separated from professional life. It's like living in two different worlds. There's the world of business and career, and then there's home, family and friends, hobbies.

But we need goals for advancement in our personal lives as much as we need them in our professional lives. How many people are

absolutely and completely satisfied in their personal lives? We often spend time dreaming about things we'd like to do or see or have, but we don't think much about actually achieving them. Sometimes we even stop dreaming—we're so caught up in maintaining the status quo, or so disoriented by the sharp transition between personal and professional life, that we do nothing but try to keep up.

It often takes a certain amount of mental adjustment to sit back and look at our personal lives with a goal-oriented eye. When we do, though, it can be absolutely thrilling. We start to realize that growth is possible, that we can build our lives to look how we want them to look, that we can *do* some of those things we used to daydream about.

Think about it for a moment: what do you want to see happen in your family life? Your financial life? Your physical life? Mental? Spiritual? What kinds of things do you want to do in the next ten, twenty, or fifty years? Do you want to travel? Learn a language? Run a marathon? Read Shakespeare? Serve the community? Teach a new skill or hobby to your kids? What are the things you've dreamed about but never done, because you never made a deliberate plan to do them?

These are the kinds of personal goals that can enkindle both your personal *and* your professional life. Knowing what you need, not just to do better in your job, but to have a more exciting and satisfying life, is a sure source of motivation in everything you do.

continued on page 2

Tying it Together... con't from page 1

Tying it together is the key. Once you've identified your most important personal goals, you need to step back and look at the big picture. How do your personal goals fit together? How do your professional goals fit with your personal goals? Once you have a big-picture plan, you can see how your professional goals contribute to achieving your personal goals. When you go to work, you know you're not just trying to meet your goals for the day, or the week, or the month... you're working toward goals for your *life*.

The amount of fuel for goal achievement is determined by the amount of passion you have for a goal. And the passion is determined by the goal's connection to the big picture. The big picture is not about how much money you want to make or how big a

house you want to own or how many sales you want to close—it is about what you truly want to achieve.

When your personal goals and your professional goals are well-integrated, they act like cogwheels—they interlock, and each one helps turn the other. Your personal life fuels your professional life, and vice versa. You will have more momentum in both areas, and be able to accomplish more with greater success.

You will be on your own unique path of success—your goals will be your own, not your supervisor's or anyone else's. When you go after your goals, you will be motivated by your passions. You will have a big-picture vision that you're deeply excited about, and your passion for reaching this vision will fuel your achievement.



Who We Are and What We Do

Joan Fletcher launched Winning Ways, Inc. in 2001 after owning her own business since 1987. Joan works with clients on sales, strategic business planning and leadership. She believes that combining a great attitude with the right skills and developed goals will create the success you have only dreamed about! Her expertise is in helping you find the solution to your business challenges.

Caryn Franca is the director of coaching programs at Winning Ways. She has 12 years of experience in coaching people to develop their talents and capabilities both in their work and personal lives. She works with small business owners and individuals who want to develop personally and professionally.

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The first reader who contacts Joan Fletcher will receive a free copy of her new Goal Setting and Sales CD!

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