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SCORING GOALS

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Everyone knows that goals are important. Is it enough to simply have goals in our minds? When we have written our goals, it increases the likelihood of taking action. An idea without action is worthless; having written goals helps to clarify in our minds what we need to do and will help us keep focused.

An effective way to do this is to take the following steps:

- Determine the most important measurable result that you want to attain.
- Determine the major components necessary to reach that goal.
- Determine the specific measurable actions within each major component that will help accomplish that result.
- Review your goals each month with a few key people whom you respect and who will help you maintain your focus.

It is very important to remember that in many situations, the most effective person is not only doing the most work but is also entrusted with the most additional work. We have all heard the saying that if you want something done, give it to the busiest person. To advance in your career, you want to be known as that person. Having a better understanding of what motivates these busy individuals will motivate you to achieve your full potential in both

your personal life and career; talk to them and ask how they are able to accomplish so much.

There are one million things that we want to do, two million things that others want us to do, and ten million that we could be doing. Most of them are good actions. The biggest enemy of a great action, however, is a good action that clouds your perspective, making it difficult to follow through on the great actions. Having our great goals in writing will help prevent us from getting sidetracked by ideas that are merely good. We must realize that good ideas won't give us the great results that we could attain if we were working to our full potential on the great ideas.

Once you have determined your written goals, identify the specific actions necessary to obtain the desired results. Ask others in your company for their input and direction on those actions. While most companies' executive management teams understand the importance of written goals, the individual who takes time to write them and then keep up with them every month is exemplary. Seek input on your written plan from those in the highest levels of management in your company. You will be recognized as focused and diligent, and that could pay big dividends as you advance in your career. ❖

If you would like further information about goal setting, please contact Karen Palchick at Synergy Solutions, Inc. by calling (888) 230-2300, or email her at synergy_team@hotmail.com.



Every man owes a part of his time and money to the business or industry in which he is engaged.

No man has the moral right to withhold his support from an organization that is striving to improve conditions within its sphere.

—THEODORE ROOSEVELT

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