

## The Trick to Achieving Your Goals



**Everyone has a certain activity they choose instead of the project they should be working on.** Although you may have the desire to achieve a certain goals, what's often missing is the motivation to get it done.

One of the biggest reasons for procrastination is that most entrepreneurs use generic organizing techniques that do nothing to address the natural way they execute their work.

You will execute your activities based on your natural hardwiring. Your natural hardwiring is something you're born with and emerges about two years old staying with you your entire lifetime.

**To illustrate how important it is to understand your hardwiring to achieve your goals, there is a story of two of my clients, who are polar opposites in their hardwiring.** With simple tweaks in aligning their work environment with the way they naturally execute, they were able to consistently stay motivated while achieving their plans.

**One client is motivated by autonomy and likes his own ideas.** The other client is hardwired for detail. They each procrastinated in the execution of their plans. At the root of their procrastination, was their own natural hardwiring.

<b>Client wired for autonomy, freedom and independence:</b>	<b>Client wired for certainty and information:</b>
Gets sidetracked by new ideas (or shiny new penny syndrome)	Gets mired in the detail
Gets stopped by taking on too many projects (new ideas) at once without the infrastructure to support it	Gets stopped by becoming the bottleneck

**So how can each have a plan, stay motivated, and achieve their goals?** The magic is aligning their plan and how they naturally execute the plan.

**If you are naturally motivated by your own independence and executing your ideas yet have a very detailed plan without the team to support the execution of it,** you may often procrastinate on the detailed tasks largely because that is not what motivates you – ideas do. You'll need to build a team to help you execute your ideas and be open to the contributions of others.

**Conversely, if you're a detail-oriented individual, you may drive so far down in the detail, that you lose sight of the very strategies that generate income for your business.** You may even

delay your decision making if you don't have every single piece of detail. The key is to make sure you have a systematic process or coach to step back from the detail and regularly stop to review your strategy.

**If you need freedom and independence in your work environment, you will like stay motivated when you work off of a bulleted plan.** My client who is naturally wired for freedom and independence has a one page plan he refers to every day. He uses it as a filter to make sure he stays focused especially when tempted to by a new idea.

**My detail-oriented client needed to map out her plan, which became a 21-page Business Blueprint and helped her see how she was going to get there.** She was most productive when she had a regular strategy session where she stepped backed from the details and refocused on the big picture.

**The key to keep your procrastination in check and stay motivated is to understand your own combination of hardwiring.** Once you get your own wiring, look for ways to align your work environment with it. When you match your goal planning with the natural way you execute, watch as you stay consistently motivated and achieve your goals with less effort.