



Paradigm Associates, LLC

# What Do YOU Need To Do To Increase Your Ability To Achieve What You Really Want

Here is a professional goals profile. Get a laser focus on what you need to improve your results immediately and forever!

Howard Litwak, CBC

Regional Director- Paradigm Associates, LLC

*Think, Strategize, Lead, Train, and Sell Differently*

518-664-5033

[HLitwak@ParadigmAssociates.US](mailto:HLitwak@ParadigmAssociates.US)

[www.ParadigmAssociates.US](http://www.ParadigmAssociates.US)

[www.HowardLitwak.com](http://www.HowardLitwak.com) (blog)

One of the toughest things in business and life to do is to accept your reality as it is and not how you want it to be. You can get there, but first you have to confront the truth as it is now.

It is only by coming to terms with reality that performance can improve.

This profile will make you face what you may be pretending not to know and the truths you shouldn't hide from.

You may pinpoint specific parts of your reality that you find undesirable. It is with this awareness that you can start to make changes.

This profile is based on my over 20 years of experience with personal and professional development.

Don't delude yourself. Make the truth your friend. Confront the questions on the next page. Take your time and think through the questions carefully. This exercise will offer you an amazing opportunity for improving your business if you take it seriously!

Make sure to complete the relevance and application page at the end to start you on the path to taking action.

Once completed, I would be happy to review your results with you. Feel free to contact my office at 518-664-5033 or email me at [hlitwak@paradigmassociates.us](mailto:hlitwak@paradigmassociates.us) to set up a time for us to speak. I promise you a valuable, insightful, no pressure interaction.



## GOALS PROFILE

Note: Legend is a scale from 1 to 10 as follows:

9-10	Always
7- 8	Most of the Time
5- 6	Sometimes
3- 4	Rarely
1- 2	Never

- |  |                      |
|--|----------------------|
| 1. I have long term goals with a plan for making them happen by a specific date.   | 1 2 3 4 5 6 7 8 9 10 |
| 2. I have short term goals with a plan for making them happen by a certain date.   | 1 2 3 4 5 6 7 8 9 10 |
| 3. I have a tracking system which shows me the progress I am making towards reaching my goals.                             | 1 2 3 4 5 6 7 8 9 10 |
| 4. I use affirmations every day that have a direct connection to my goals.   | 1 2 3 4 5 6 7 8 9 10 |
| 5. I have not placed limitations on myself by accepting the way things are in my life and believe things can't be changed. | 1 2 3 4 5 6 7 8 9 10 |
| 6. I know exactly what kind of life I want to lead and how I will get there.   | 1 2 3 4 5 6 7 8 9 10 |
| 7. I am motivated to work each day.  | 1 2 3 4 5 6 7 8 9 10 |
| 8. Those in my life can sense my commitment to myself, my career, and my family.   | 1 2 3 4 5 6 7 8 9 10 |
| 9. I am well organized and manage my time effectively.   | 1 2 3 4 5 6 7 8 9 10 |
| 10. Procrastination is a problem for me.   | 1 2 3 4 5 6 7 8 9 10 |
| 11. I often leave tasks unfinished.  | 1 2 3 4 5 6 7 8 9 10 |
| 12. Goals are a job and not a hobby for me.  | 1 2 3 4 5 6 7 8 9 10 |
| 13. I have good self-discipline.   | 1 2 3 4 5 6 7 8 9 10 |
| 14. I am personally well organized.  | 1 2 3 4 5 6 7 8 9 10 |

Score: 120-140 - Great Business Person; 100-119 -There is Potential  
80-99- Consider Coaching; 79 and below -????

### **Relevance and Application Section**

What did you learn from taking this profile that you can use to improve your performance?

What are three ways that you can change behaviors to become a more effective seller?

- 1)
- 2)
- 3)

#### Supporting Success

Overall, how does your reality now support your success? (Cite specific examples)

#### Limiting Success

Overall, how does your reality now get in the way of your success? (Cite specific examples)

Now, turn this into ACTION! Based on your new knowledge:

I will start...

I will stop...

I will continue...

## 15.5 Powerful Reasons to Make Goal Setting A Habit

Everybody knows that the concept of goals exists, right? The reality though is that only about 5% of business people have written goals and a plan for achieving them.

***Would it be any surprise that the most successful business people are conscious intentional goal setters!?*** I hope not...

If you want to know why goals are so important and how you can benefit from making them a habit in your business and life, here are 15.5 powerful reasons (Do you need any more?!):

- 1) Goals separate the high achievers from the masses. Setting and achieving goals is the one thing that is the difference between mediocrity and the success you want.
- 2) Goals help you make better decisions. When you have an important decision, you need only to look at your goals and priorities. Your choice will be the one which helps take you closer to your goals.
- 3) Goals help establish direction and clarify your thinking on what you really want.
- 4) Goals help keep you on target. They provide your constant North Star.
- 5) Goals help keep you focused. After all, the outcomes and rewards are what you decided you really want, right?
- 6) Goals help increase self-motivation. If you are not self-motivated to accomplish a goal, then maybe it should come off of your list.
- 7) Goals help increase self-confidence. Stretching and taking actions to achieve long-term goals gives you the knowledge that you can do things you might have not thought possible.
- 8) Goals help create enthusiasm. A goal that is clear in your mind and a short time from being realized is a powerful motivating force. Have you ever experienced this?
- 9) Goals help define actions. Having a written plan ensures that your time is spent on activities that are critical to your goal achievement.
- 10) Goals help measure progress. A well set goal is measurable. What gets measured can be managed and what gets managed can be improved.

11) Goals give you a sense of control over who you are and where you are going. You can consider yourself truly successful when you are consistently achieving goals in every area of your life.

12) Goals that are specific and challenging lead to improved performance as a result of and applying effort and having to stretch.

13) Goals lead to sustained success and continuous improvement when achieved on a consistent basis.

14) Goals provide a method to identify needed resources and align available resources.

15) Goals allow you to close the gap between present day circumstances and desired results. If the goal is something you really want, how come you don't have it yet? Determine the next actionable step you need to take.

15.5) The most powerful technique to get what you want? Focus. Setting goals is a powerful way to focus.

Do you know what you get in business and life? It's what you focus on. Not always what you ask for. So focus on the success that you want by setting goals.

So, are you in the 5% of business people that regularly plan for and achieve goals?

## About the Author

As a Certified Business Coach, I specialize in helping Company Presidents, Executives, and Managers improve their ability to set and achieve goals, develop success oriented thinking and habits, and refining critical skills.

I believe that success in business is driven by individuals and teams who have the right combination of these things.

I have clients that span across 40 different industries. When you meet me, you'll immediately see why I have been successful across so many business sectors. I mix big picture thinking, with practical, results oriented actions, and an ability to challenge peoples thinking in a positive way so that they can take different actions. And people will say I am pretty fun to be around.

My approach pays rich dividends for clients who put a premium on professional competence, continuous improvement, being the best that they can for themselves and their customers, and will do what it takes to break out of the "status quo."

Are you ready to break out of your routines and mindset? If so, don't hesitate to contact me to see how I may be able to help. I promise you a valuable, insightful, no pressure interaction.

### **Howard Litwak CAIA, CBC, CDIA, CVIA**

15 Danforth Road, Suite 104

Mechanicville, NY 12118

Phone 518.664.5033

Cell 518.248.3843

E-mail: [HLitwak@ParadigmAssociates.US](mailto:HLitwak@ParadigmAssociates.US)

[www.HowardLitwak.com](http://www.HowardLitwak.com)