

A simple model for *goal setting*

Step by step to where you want to go. A week has 168 hours. What will you do with your 30?



WELCOME

No guru. Just a model *that works.*

My name is Patric Nilsson and I have long experience of working with goal setting, both for myself and in organizations and leadership.

I'm fairly rational when I set my goals. I'm no guru, just an ordinary person who followed the advice of my mentors and, just like them, took action.

This material is something I have worked with for many years, because it is easy to teach and because it works. Whenever I have decided clearly what I want, made a plan and acted on it, I have gone all the way.

My passion is showing people that there are alternatives, and helping those who want to reach what they really long for.

How to use this guide

Print it or fill it in on screen. Take one page at a time. Find a place where you feel good and can see things in perspective, with a cup of coffee and a pen.

Not knowing where you want to go is like getting into a taxi and saying: just drive somewhere.

STEP 1

Why should you *set goals*?

You need to ask yourself that question, because I can't answer it for you. Maybe there is something inside you that you dream about. Or maybe you have no idea and you're frustrated with how things are.

Some people want to get away from something and some people want to get to something. Either way, I firmly believe we do well by striving for something. Just as a seed grows into a flower or a tree, we need to grow. Since you are reading this, you are already on your way.

My why

STEP 2

What is *non-negotiable*?

You have probably heard that you have to give everything if you want to get somewhere. I don't quite agree. We need focus, but we also need balance. We have 168 hours a week. We sleep away about 56. With a regular job, 40 go to work. Of the 72 that are left, probably 40 go to family, home and everything around it. **What you do with the 30 or so hours left over decides what your future looks like.**

I know there are things you don't want to give up, and you shouldn't. Sleep is my number one priority. I need time to myself in the morning and a break in the middle of the day to keep going over time.

This is non-negotiable for me

Sleep? Exercise? Time to yourself? Your relationship? Your family?

STEP 3

Live with a *clear intention*

The idea is that everything you do should line up with where you are heading. Your family is the reason you do what you do. Your health is not the opposite of your career. Your goals can be about personal growth, income, relationships or health, whatever you like.

Don't mix up *how* with your goals. You look at the plan after you have set your goals. Your how is really a who: someone who has done what you want to do and can help you make a plan.

Before you write: get inspired. Take a walk in the woods, listen to music that lifts you or go to an inspiring talk. You want to write goals you actually want to reach, not just things that get you through another year.

STEP 4

Picture *your dream life*

What do you want to be, do and have? I can use myself as an example.

BE

Patric: I create recurring income and teach others to do the same.

DO

Patric: I build sales organizations.

HAVE

Patric: I have freedom, and I help people create it.

STEP 5

If you believed you could reach *anything*, what would you write?

Find a place where you feel good, ideally with a view, where you get perspective and feel inspired. Write without censoring yourself. The creativity comes once you have started.

30 goals in 10 years

Big and small, everything fits

1	_____	16	_____
2	_____	17	_____
3	_____	18	_____
4	_____	19	_____
5	_____	20	_____
6	_____	21	_____
7	_____	22	_____
8	_____	23	_____
9	_____	24	_____
10	_____	25	_____
11	_____	26	_____
12	_____	27	_____
13	_____	28	_____
14	_____	29	_____
15	_____	30	_____

STEP 6

From ten years to *one year*

Choose from your 30. Which ones matter most in the shorter term?

10 goals in 5 years

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____

5 goals in 3 years

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

3 goals in 1 year

- 1 _____
- 2 _____
- 3 _____

YOUR MOST IMPORTANT GOAL FOR THE COMING YEAR

What is the one thing that would really mean something if you reached it? For me it was freedom.

STEP 7

Everything else *can wait*

Once you have worked through this, it becomes easier to see what matters. What you do should line up with your goals. Everything else can wait.

I remember thinking: if I get this right, I can do all the other things later. There were things I didn't want to stop doing, but I was willing to pause them to focus on what brought me closer to my goals. Everything else is like an anchor that keeps you where you are.

If you always do the same thing, you always get the same result. You have to do something different to get something different.

Many people don't succeed because they keep seeing new shiny things on the edge of their vision. Trying new things is exciting, but if you always start over you never build anything big. And everything you haven't done feels hard, while everything you have done feels easy. So ask someone who has done it how it's done.

Your "someday maybe" list

I have a folder called Someday maybe. That is where I put every idea that wants my attention but shouldn't get it right now. That way I don't have to carry them around in my head.

STEP 8

A plan is *projects and tasks*

Every plan contains one or more projects, which in turn contain one or more tasks. Let's take an example.

Goal: Learn to play the guitar

Project 1: Buy a guitar

- ☐ Look through listings
- ☐ See if a shop nearby sells them
- ☐ Ask around if anyone knows of one for sale
- ☐ Meet a seller
- ☐ Buy the guitar

Project 2: Try the guitar

- ☐ Sit on the edge of the bed and find a few chords
- ☐ Look for simple videos that teach the basics
- ☐ Find out if there is a course near you
- ☐ Ask if someone skilled would help you

Project 3: Learn to play

- ☐ Go to the lessons
- ☐ Practice with videos for support
- ☐ Play with someone you know
- ☐ Practice a few hours a week

Notice how clear it is. There is no doubt. If you follow the plan you reach your goal, however long it takes. When you have done all the tasks in a project, you are done with it and can move on to the next.

If you notice you haven't reached the goal even though you have done all the tasks, you need to add more, so that you know exactly what needs to be done.

The question is never whether the plan works. The question is always whether you choose to do what it says.

STEP 9

Now it's your turn. Go!

My goal

Project 1:

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Project 2:

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Project 3:

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

STEP 10

The two *most important questions*

How high you can reach depends less on where you start and more on how open you are. Circle your number.

Question 1: How willing are you to learn?

How willing are you to listen to those who have walked the path before you? To read books about how to get better? If you aren't prepared to learn what you need, nothing will come of it.

1 2 3 4 5 6 7 8 9 10

Question 2: How willing are you to change?

"I've always done it this way" doesn't work. If you stand still while everything else moves forward, you are in practice moving backwards. How willing are you to use what you learn, so that this year you can reach completely new results?

1 2 3 4 5 6 7 8 9 10

The number changes, and that is normal. During an inspiring talk you might be at ten at the start and down to four half an hour later, because your head is full of new insights. People who go far are always looking for ways to fill up again. The best thing you can do is stay open to learning and willing to change.

STEP 11

Start *today*

Three things I will do today to get started

Three things I need to learn

There are two kinds of people: those who want to grow and those who don't. Since you have come this far, you have already shown which one you are.

I hope today is the day you decide. I hope this material inspires you to act on what you already know you want, or gives you new thoughts along the way. Give yourself a pat on the back and say: well done!

NEXT STEP

Free video course: The Foundation

Three short lessons on being seen, building trust and creating an income that doesn't depend only on your time.

A free call

We talk about your goals and what might suit you. No strings attached, no pressure.

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Make the coming year your best one yet.