

**From the Book “Fullfilling Your Life’s Mission”  
by Coz Green**

**GOALS:  
THE MASTER SKILL OF SUCCESS**

**"If I've got correct goals, and if I keep pursuing them the best way I know how, everything else falls into line. If I do the right thing right, I'm going to succeed."**

***Dan Dierdorf***

Goals are the critical difference between the successful few and the majority who fail in life. Goals are the fuel of achievement. Goals are the master skill of success.

It is estimated that only three percent of all Americans actually have goals for the future. Only one percent have written their goals down and have created an action plan for their achievement. I believe that money is not the be all of happiness and success as we have mentioned, but to draw a clearer picture of where we are in America, this the most abundant society ever known in the history of mankind, let me share these numbers with you. Only 1% of our population will retire wealthy. 4% will be financially independent and fifteen percent will have some amount of

savings. The remaining 80% must rely on family, friends, or the government for their long-term well being. The average American can expect to earn between 500 thousand to a million dollars in a working lifetime. Why then do we barely have enough money to merely survive?

The difference is goals. Most people live day to day with just enough to have an occasional binge on the weekend. On the other hand, those who achieve more set goals for the future and create an action plan to make sure they get what they want from life.

**"Goals are dreams with deadlines."**

***Diana Scharf Hunt***

## **YOU MUST SEE YOUR GOAL**

While I was pursuing my goals in law enforcement, I would regularly go to the range and practice using my weapon. I would shoot at targets at various distances from different positions. Through practice, I became proficient at shooting during the day. Then one night I was thrown a curve ball. I was expected to practice in the dark at night. At first, this was difficult for me. I had to make some mental adjustments. Imagine what would happen if I stood out on the range with a blind fold over my eyes and then had someone spin me around a few times. Do you think I might hit the target? There would be a lot of yelling a screaming as everyone around dives for cover, but chances

are one in a million that I would even come close. I assure you-you cannot hit a target you cannot see. Yet this is exactly how most people live their lives. They wear psychological or emotional blind folds with no vision of their targets and they're spinning around reacting to the multiple demands of life.

You and I want to have the best possible chances that we arrive where we want to go in life, so we set goals and do not live the law of accident which says, "Failing to plan is actually planning to fail." Success doesn't happen by accident. You have heard that you can have anything you want I believe you can have anything you expect and deserve. The great tragedy in our society is that most people never even decide what they want from life. And if you ask them they'll say, "I want something better and I'll get it somehow." It doesn't work that way. If it doesn't matter where you are going, then any road will take you here.

One Saturday morning I was flying to Southern Utah in a small single-engine airplane. There is nothing like taking off and pending some quality time with yourself. The sun was just peeking its face over the mountains. The air was crisp and the sky seemed to go on forever. I was flying at 10,500 feet. I trimmed out the plane to stay at altitude, followed my flight plan and enjoyed a delightful flight. The interesting thing about flying is that you don't see your goal for 99% of the flight. You don't see the airport until you're almost there. But by plotting out a course and staring on it, you'll reach your destination. The

same is true with life. You can't always see your goal, but if you create an action plan for its achievement, you can be, have, or do just about anything.

Now, my return flight to Salt Lake City later that afternoon was a different story. A wind storm began to harass me on my way home. I would lose a hundred feet in a down draft, then get thrown a hundred feet in an updraft. Up and down, up and down. I really tried hard to just smile and have a great attitude, but it was going to take more than that. I had to fight with the yoke to keep the plane somewhat stable. I looked down at the VOR and noticed I had strayed off course. If I would not have corrected my course I would have crashed into a mountain or ran out of fuel trying to find my way. The wind was whipping the tail of the plane all over the sky. I remembered what I had been taught I kicked hard on the rudder and put all of my weight on it to stabilize the tail of the plane. Once I got full control of the rudder, I controlled the plane, got back on course and made it home.

The Law of Control says that you feel good or positive about yourself to the degree you feel you are in control of your own life. It also says that you feel negative about yourself to the degree you feel you are not in control of your own life. When I was in that plane being thrown all over the sky, I didn't feel that great about myself or the situation because I felt I was not in control, but being controlled by external forces. When I took control of the plane, I took charge of my environment and I feel better about myself. You must take full control of your life if you want to be happy and successful. Goals will give you that control.

**"The great thing in this world  
is not so much where we are,  
but in the direction we are moving."**

***Oliver Wendell Holmes***

## **THE RARE FEW SET GOALS**

We are told that goals are so important. Yet only the rare few actually set and achieve goals. A famous study begun in 1953 of the Yale University graduates from that year revealed that only 3% of them had goals, had written them down and created a plan for their accomplishment. Twenty years later in 1973 researchers caught up with the survivors of the class of '53. They discovered that the 3% who had goals were worth more in financial terms than the other 97% of the class. There has actually been an updated study called the "Harvard Study." It tracked the graduates of Harvard between 1979 and 1989. At graduation 84% of the graduates had no goals; 13% had goals but had not written them down. Once again the top 39b came shining through as the difference between the successful few and the majority who underachieve in life. The Harvard Study also revealed that those who had set goals were earning on average ten times the income of their classmates.

**"A plan is a trap laid  
to capture the future."**

***Louis A. Allen***

## **MOST PEOPLE DON'T SET GOALS**

Why then don't the majority set goals. What holds the underachievers back from developing this master skill of success? In his audio-cassette album, *The Psychology of Achievement*, my friend and former associate Brian Tracy explains that there are four major reasons why most people don't set goals.

- 1. Most people don't realize the importance.**
- 2. They don't know how.**
- 3. The fear of rejection.**
- 4. The fear of failure.**

**First, most people don't realize the importance of goals.** Goals were never taught or discussed in their home. One of the most important conversations in the home is the one that takes place at the family dinner table. Leo Buscaglia tells of when he was a young boy. His father would always ask during the family dinner each night what each of the children had learned that day. Many times the children would look something up in the encyclopedia prior to dinner so they had something new to share.

What did your family talk about around the family dinner table? Chances are your family got trapped into discussing the woes and difficulties of the world, rather than planning for the future.

**Second, most people don't know how to set goals.** They were never taught this master skill of success at home or at school. Goals should be taught in the home as soon as

possible. And goals should be taught at every level of our education. Unfortunately they aren't taught because the individuals responsible for teaching goals are not goal oriented themselves. You can receive a post graduate degree in our education system without ever spending one hour learning how to set goals. But don't blame the school system. It is your responsibility to take charge of your life and learn this skill. If you are a parent and building a family unit, take every opportunity to teach goal setting in your home.

Don't wait and think that your children will learn this at school. This thinking is a problem in our country. We cannot pawn off this basic responsibility. Goals must be taught in the home. If children could achieve little goals, this would establish a pattern of success in their lives and raise them to new personal heights. Students could achieve so much more if they were taught the value of goals and how to achieve them. Just one goal to improve a test score by 5% or 10% would make a dramatic difference in their lives.

**Third, is the fear of rejection.** Do you remember when you were small and started dreaming big! You said to others, "I am going to be a pro basketball player, an astronaut, an actor or the president." Others looked at you with disbelief and told you, "That's stupid. You'll never do it. You can't do it. You're too small. You don't have what it takes." We hear these voices all too often and this begins to distort our self-image and we begin to question our own existence.

One afternoon during my senior year in high school, a good friend and I were playing basketball on his driveway. I wasn't the greatest shooter or dribbler, but playing with my friend helped me become quite good at watching the ball swish through the net. Many winter days we would clean the snow off of the driveway to shoot hoops while other kids were out messing around. My friend would shoot hour after hour bundled in a coat with heavy gloves on. On many occasions, I would stand under the basket and rebound for him. One particular fall afternoon, I was feeling a little self-doubt. I was concerned about what a girl at school thought about me. I was thinking about asking her to a school dance, but I was afraid she might say no. The ball stopped bouncing and we sat together on the back porch steps.

With love and sincerity, he looked at me like only a true friend can and said, "Who cares what anybody else thinks Coz, who cares? If they can't like ya for who and what you are, then they aren't worth your time."

This was a very important lesson for me. I had always worried about what someone else thought and did things to impress them. But in a simple way I heard my inner voice telling me that I could do it. The fear of rejection can be a real barrier if you have low levels of self-esteem and you are controlled by external circumstances. It doesn't matter what others think Henry Ford said, "If you think you can, or if you think you can't, you're right."



**Fourth, and the number one reason why most people don't set goals, is the fear of failure.** It is that self-defeating voice inside shouting, "I can't, I can't, I can't." The fear of failure is so strong that it holds most people back from ever even trying. Winners aren't afraid to take risks, make mistakes and fail. They accept failure as an essential ingredient to success. Failure is a natural consequence of trying. In the next chapter we'll explore failure and explain why it isn't something to fear.

**"You are the person who has to decide  
Whether you'll do it or toss it aside;  
You are the person who makes up your mind  
Whether you'll lead or will linger behind--  
Whether you'll try for the goal that's afar  
Or just be contented to stay where you are."**

*Edgar A. Guest*