ANWAR BARAYIL · GOAL SETTING

My 5-step goal-setting method

The part of my talk that MBA students asked me to make longer. Fifty years in sales taught me this: the people who reach their targets are the ones who wrote them down first.

1

Put the goal posts back

Take the goal posts off a football field. Twenty-two players still run for ninety minutes. They get tired, and nobody knows who is winning.

A life without goals feels exactly like that. Busy, tired, no score.

2

Write three levels

1 lifetime goal, your compass

3 long-term goals: 3, 5 and 10 years

5 short-term goals for this year

3

Make it SMART

Specific, measurable, achievable yet challenging, realistic. "Entrepreneur" is not a goal.

Not: "I want my own business."
Yes: "A mobile shop in Calicut, with 10 lakhs saved by 2030."

That is about 2.5 lakhs a year, or roughly 21,000 rupees a month. Now you know what to do this month.

4

Line them up

Each short-term goal should move a long-term goal. Each long-term goal should serve your lifetime goal.

If a goal does not connect upward, it is a distraction. Drop it or rewrite it.

5

Write it, show it, share it

Write your goals on paper. Put them on your desk or your fridge. Review them often and change them only when you truly must.

Share them with one person who will follow up. And reward yourself when you hit one.

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