

## CHAPTER 7

### HAVING TROUBLE SETTING OR REACHING YOUR GOALS? COACHING CAN HELP

by Bertha Garcia Robinson

Busy is an understatement when you own a business. That's why you need to take a few minutes and answer these questions: How hard do you work? How many hours do you put in? Do you get the results you want? What are your priorities? Is your business goal focused?

When your business decisions are aligned with your goals, you will achieve greater results because your goals keep you focused on business growth. However, there is this one, big catch: Setting a goal and reaching a goal are different. (But you know that.) Reaching a goal reaps rewards. Setting a goal—well—is setting a goal. Goals are easy to set, but you need a strategic plan of action to reach your goals.

Here's what you need to know about achieving your goals:

**Identify the outcome you want.** When you set a goal, it's important to identify the outcome you want to accomplish. This includes identifying rewards, consequences, possible obstacles, how to resolve those obstacles, and whether or not to delegate tasks. As you work toward your goal, you'll measure your progress so you can make adjustments and move forward.

**Create a strategic plan for *each* goal.** The goal-setting process includes a strategic plan for each goal. This strategic plan will help you evaluate your rewards and consequences. This part of the plan is what facilitates accomplishing a goal as opposed to simply setting a goal. For instance, you plan to add a new service to your business. Your strategic plan calls for setting a target launch date and identifying the rewards from this new service. Once you identify the rewards, calculate any consequences for not carrying out the plan. To inspire you to reach this goal, write affirmations to develop a positive attitude to overcome any obstacles. Affirmations do not have to be long; a single positive word works. The key part of the strategy is listing the potential obstacles and the solutions to help you overcome them. This guarantees success because you have worked out the solution to a problem that has not presented itself.

**Prepare for change.** Change is a pivot from what you are accustomed to doing to a new positive behavior that will lead you to your intended goal. Delegate some of your daily tasks. This lets you focus on what you do best. Change is essential to the process. A worthy goal is not achieved overnight. Anything worth accomplishing in your business takes time, commitment to change, and determination.

**Maintain a positive attitude.** A positive attitude serves as a defense against submitting to the obstacles that *will* present themselves before you meet your intended goal. Attitudes are habits of thought. What you think, you will manifest. A great exercise is to think as if you have already achieved your goal. Anything worth realizing in your business takes hard work, which is why a positive attitude is critical for success.

**Highlight your unique skills and knowledge.** Your unique skills and knowledge, coupled by a positive attitude, lay the groundwork for reaching your goals. Skills are the “how to do it,” and knowledge is the “what to do.” However, there are people who know what to do and how to do it, but don’t do it. Why? Because the biggest part of the pie is the attitude piece. Your attitude is the WHY you want to do this.

The WHY, along with your skills and knowledge, is your secret weapon. It allows you to outperform and outlast the competition. A positive attitude will position you for success.

**Define your company’s mission statement.** Your mission statement is what powers your vision. It defines your company’s business objectives and how to achieve them.

**Define your company’s vision statement.** Your vision statement indicates how the company should ideally be viewed by others. Make it memorable.

Below are the NJAWBO mission and vision statements, for example:

*The NJAWBO Mission:* The New Jersey Association of Women Business Owners encourages and supports business ownership by women, offering myriad opportunities for networking, collaboration, education, leadership, professional development, and mentoring. NJAWBO serves as the voice of women business owners to the New Jersey Legislature.

*The NJAWBO Vision:* NJAWBO, the most essential organization for women business owners in the State of New Jersey and those who want to do business with them.

**Align with your goals.** To be successful, you must align with your goals. Be sure to include your vision, mission, critical success factors, written goals, and action steps.

Once you believe in your mission and focus on your vision, it will be easier to achieve your goals and to be motivated to repeat the process again and again for continued success.

## NEED HELP? CONSIDER WORKING WITH A COACH

When you're struggling to reach your goals, or you don't know how to set goals, it's time to seek guidance. A business or leadership coach can help you explore what is keeping you from achieving the results you want for your business. A coach will work with you and develop action steps to get you on a goal-achieving path.

A leadership coach will also assist you in the technical process of goal setting by keeping you focused on the outcome. Your leadership coach will help you build defenses against obstacles and hold you accountable to the strategic plan for each goal. This is a discovery process as you identify the specific wants and needs to reach your goal. To do so, you'll repeatedly ask—what, where, why, when and how—to find the answers that will drive your business to success.

A leadership coach is in this goal-achieving process with the business owner from the beginning to its fulfillment. As a business owner, you also need to focus on the everyday operation of running your business. A big benefit is having a leadership coach who works with you outside the business to keep you on schedule and on task to reach your goals with the results you want. Because the process could be a long one, be prepared to do the work. The results will be worth it.

**Bertha Garcia Robinson** is the founder and president of Star One Professional Services. She is an innovative leader in the coaching and business consulting field, using the proven processes of Resource Associates Corporation. She challenges individuals and organizations to become better leaders for themselves and others while maintaining purpose and balance in their lives. She believes everyone should live their best life. Bertha has over 18 years of experience with key problem-solving skills and business analysis to enable successful resolution of any issue. Her passion and dedication to her clients to achieve their goals is evident in how she goes above and beyond to get improved results. Bertha helps clients with innovation, leadership development, process improvement, identifying inefficiencies, issue resolution, and coaching.

Bertha is a member of New Jersey Association of Women Business Owners (NJAWBO) and serves as the Central Region Leadership Team Chair. Her proudest roles are wife and mother of four.

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