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THE LEADERSHIP SPECIALISTS

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**What Do You Goal For?®**  
*Shifting From Try to Achievement!*  
Tracy Stevens, MCC

Napoleon Hill said “*All success begins with a burning desire and major, definite purpose.*” In other words, the more focused you are on the purpose, and desired outcomes the more likely you will achieve it. What is your burning desire and major, definitive purpose? What do you Goal For?

Recently, I was re-reading the article “A True path to Financial Freedom – A Conversation with Brian Tracy” that appeared in the Networking Times December 2003 issue where Brian Tracy states “*In order to achieve success in anything, you absolutely must start with focus and concentration. Knowing exactly what you want and what you want to accomplish... success will be determined by how clear you are about what it is you’re trying to accomplish.*”

I was struck by the words “**trying to accomplish**”. Those who know me know the word “trying” is a hot button for me. For me the word “TRY” is an opportunity for failure. I often hear statements like – “Well, at least I tried” and “I tried to do my best.” What happens when you try to pick up a pencil from your desk? If you “try”, the pencil remains on the desk. If the pencil is picked up, the effort is no longer trying ... it is accomplished, it is done. The next time you think about trying to do something, I invite you to shift your thinking. Shift from the word “Try” to “I am ..., I have ... or I’ve done it!” Fill in the blank with what ever the goal is. Notice how much more powerful you feel with the positive statement of I am and I have. Step two of this process is to shift the statement from a future state of going to and will to present tense. Rewrite the statement to present tense, as though the goal has been achieved. Using the pencil example, the present tense statement becomes “I am holding the pencil.”

Step 1 – I want a successful career. (the desire, the dream)

Step 2 – I will have a successful career. (the future – always in the future)

Step 3 – I have a successful career! (current state – the achievement!)

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I work with people every day who are building new businesses or expanding their existing businesses and people who are looking to achieve the next level of success. This may seem a bit unusual to some of you during these difficult financial times. Every day new businesses are being formed. This has happened since the beginning of time and will continue until the end of time. In the days when Jesus walked the earth, the Marketplace was booming, there were wars and battles over land and beliefs. This has not changed. Look around the world and we can find wars and battles over land and beliefs in all corners of the world. The more things change the more they stay the same.

In the same thinking, there has always been wealth and poverty. Think about the “Great Depression” of the 30’s. Although many people lost everything, wealth, homes, and families, others were making millions. Those who were trying were failing; those who were doing were succeeding. The same is true today. The more things change, the more they stay the same. Where do you fit into the picture? What are the battles you are fighting? What are your beliefs? How are you making a difference in the world? Where are you trying? The difference between those who are successful and those who fail in these efforts is rather simple. The difference is in “What they Goal For”. The successful make statements like “I am”, “I have”, “I contribute”. They have made the shift from Dream to Future to Achievement! They have moved from “Try to Achieve”. What are you doing both consciously and subconsciously to be the achiever?

We would enjoy hearing your stories of achievement. Please share your stories with us about how you have made the shift in your personal and professional lives to achieve great things. Send your stories to [Info@TlSassociates.com](mailto:Info@TlSassociates.com). We look forward to hearing from you soon. ■