

Get Sticky™

A Powerful Goal Setting Formula



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INTRODUCTION

Thank you for requesting this booklet. This Get Sticky process has changed my life over and over and I know it will do the same for you.

I wish for you much success on your journey to living a life by your own design. Remember it's time to replace FEAR with FOCUS. 😊

ORGANIZATION

This guide is organized in the parts described below.

Part 1	PART 2	PART 3
The Preparation Phase	Creating S-M-A-R-T Goals	Implementing the 6-Step Get Sticky™ Formula

A warning to all who study and wish to apply the Get Sticky method to their goals. Every aspect is important and should not be taken for granted. All components work together to form a cohesive whole.

PART 1 – PREPARATION PHASE

You must prepare yourself to accomplish your goals. In this phase you simply need to remember:

1. You are intelligent. You were born this way. Dr. Howard Gardner, Harvard Professor and author of *Frames of Mind*, made a case for all of us being intelligent in our own way. This is important to know because you need full confidence in marching forward to higher ground.

2. You are never allowed to make excuses for your perceived shortcomings.. Remember these words from Napoleon Hill, “Whatever the mind can conceive and believe, it can achieve.”
3. Stop looking back and basing your decisions only on the past. If it didn’t work in the past, tweak and make it better. You must be willing to change your old habits and look toward the future.

PART 2 – S-M-A-R-T GOALS

Let me be clear. The Get Sticky formula *only* works with SMART goals. S-M-A-R-T is an acronym. It stands for Specific, Measurable, Attainable, Relevant, and Time-bound.

Specific clearly spells out the outcome desired and speaks to the focus and actions you plan to accomplish.

Measurable is about creating a goal that you can measure, which indicates whether or not you have succeeded. *Example: A Recruiter sets a goal to recruit 30% more recruits over the next 12 months.*

Attainable means this goal is realistic for you. If not, you may not do it.

Relevant is self-explanatory. Your goals need to relate to your overall vision. If the goal doesn't matter to you, don't waste time on it.

Time-bound. The last aspect of a goal means you set a date on when you plan to accomplish your goal. Never set a “someday” goal. *You may never do it.* You need a sense of urgency. Specifying time also enables you to better work and plan.

PART 3 – TIME TO GET STICKY

YOUR VISION

You must have a vision of what you want to accomplish. Don't make this hard. It doesn't have to be BIGGER THAN LIFE, but you need a burning desire within to accomplish the goal. It must also be clear and concise. This works best with something you're passionate about. Passion enables you to work in ways that will surprise you.

Having a vision also helps you visualize the results you want. Visualization makes goals super sticky. You need to make this a daily practice.

Learn to sit in a quiet place and insert images of yourself accomplishing this goal. Relish in the feeling of already accomplishing your goal. You'll develop an acute awareness of any resources that become available to you. I highly recommend creating a Vision Board.

More about How to Make a Vision Board here: <https://christieinge.com/9-steps-for-creating-a-vision-board-that-actually-works>

REVIEW

Let's do a quick review of the prep work needed. First create a vision of what you want to accomplish it. Next, create SMART goals to support this vision. Lastly, follow the six steps below—this is the formula. You cannot skip any of these steps. Not even one.

Step 1 Write Down Your Goal

This step has three parts.

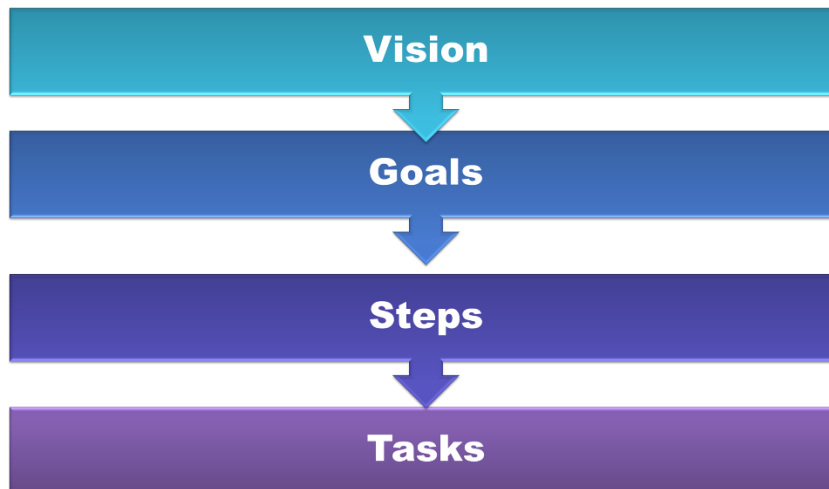
1. **Write.** Most people include their goals in their business plan. My recommendation is to create a separate copy. You should have short and long-term goals and you should carry them with you always, in your briefcase or smartphone.
2. **Put them beside your bed.** And read them before bed. You can also record your goals in the audio app in your phone, so you can listen to them before bed.
3. **Set up a boomerang effect for your goals.** Tracking your progress is critical to getting your goals accomplished. In Step 5 of the formula, I recommend a sure-fire way of staying on track, but this may not be possible for some of you, making this part of Step 1 even more critical. It involves setting up an email that comes back to you, asking (Subject Line): "Are you on track?"

APP ALERT 1 – EMAIL AND DELAYED SENDING

If you use Outlook or GMAIL, a third-party add-on called **Boomerang** will allow you to schedule a date and time to send an email. Send yourself an email to check in and make sure you are on track to accomplish your goal.

Step 2 Break it down into smaller pieces.

This step involves making your goals easier to digest. Understand that your vision will be supported by your goals, but even your goals need to be broken down into smaller bites. In order to accomplish your goals, you need to understand what steps are involved, and each step will need to be accompanied by relevant tasks.



Author Brian Tracy said, “By the yard it's hard, but inch by inch, anything's a cinch.” And Lao Tzu – “A journey of a thousand leagues begins with a single step.”

APP ALERT 2 – GOAL SETTING APPS FOR YOUR SMARTPHONE

The mobile app Strides lets you set any goal for health, productivity or money. This app has been featured in Forbes and New York Times. Free download.

Step 3 Make it Public

The best way to explain this step is, “Tell someone who cares,” and this includes supportive friends and family. Or, someone who you respect and trust. When you share a big goal with a close friend, they will ask you about it later (hopefully). This is another way to keep yourself honest about accomplishing a goal.



I just completed my first novel, in part because I got tired of family and friends asking me, “How’s the book coming?” Twenty years in the making, but I did it! This may not have happened if I’d never told anyone. I put it out there and I felt I had to deliver.

Step 4	Take Action
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This is the most important step of all. You must get to work. There is no getting around the work it takes to succeed.

If you have attended a live Get Sticky presentation, you know there’s a reward for “taking action.” Make sure you are doing all you can do to make your goals become a reality. When you begin to daily visualize the completion of your goals, you will find that situations shift, and people come to your aid. Stay alert and don’t miss out!

Step 5	Find an Accountability Partner
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I’ve often found it difficult to hold “myself” accountability. Most people cannot do this. Be honest with yourself. If you find it hard to track and follow-up on your goals, it behooves you to find an accountability partner. You simply exchange your goals sheets (See Appendix A) and hold a review session every 30 days.

I also recommend that you establish the rules upfront. You hand off the worksheet with your steps and tasks and every 30 days you speak to what you’ve accomplished. Each person should keep the sheet current. My AP and I use Google Drive.

You never want to say, “Uh, I know I said I’d do this by this date, but, uh, I didn’t.”

Step 6	Celebrate Success
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The trick here is to celebrate *before* it happens. Let’s say you have 4 steps involved in a goal. After completion of steps 1 and 2, give yourself a reward. As humans, we are motivated by success. Trust me, this will be key to the “sticky” formula. I once dismissed this concept, until I tried it and read several studies on this concept, and now it’s the most critical part of my process.

VISION TO GOALS

Instructions: Write your **vision** in the box below.

YOUR VISION AND WHY

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Create your TOP 3 Business Goals

1	
2	
3	

Pick one business goal from the 3 above and complete the boxes below.

SMART GOAL VERIFICATION COMPLETE

Move to the next step.

Potential Obstacles <i>Are there any potential challenges that may impede completion?</i>	Potential Solutions <i>How will you overcome them?</i>

Identify people you could ask to help you with this goal? *What can they do to support you?*

NAME	Reason you believe this person can help

Action Steps: *What steps are needed to accomplish the goal above?*

Step Description	Priority	Target Completion Date
	A1	
	A2	
	A3	
	B1	
	B2	

Tasks: *What tasks need to be taken to get your A1-B2 steps accomplished?*

Priority Step	Task Description	Target Completion Date
A1		
A1		

<i>Priority Step</i>	<i>Task Description</i>	<i>Deadline</i>

Feel free to make copies of this worksheet.

In Step 6 of the Get Sticky formula, it requires you celebrate success. Since you are using SMART goals, you should always be able to identify certain completion points. As you go through the year make sure you use a **Success Tracker** to track your progress and celebrate the large and small wins.

YOUR SUCCESS REPORT

In your Success Report record the actions you took that led to the desired outcome. In the last column, capture any triggers, helpers, and lead sources that enabled your success.

ACTION TRACKER

<i>Goal #</i>	<i>Action Taken</i>	<i>Success Report*</i>
1		
2		

CONCLUSION

Let me know how this formula works for you. Feel free to share this booklet with your family and friends. And stay in touch. You will find that I'm on all the important social networks.

JUANITA MCDOWELL – SOCIAL CHANNELS

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