

# The Three-Part Goal Setting Process

Chart Your Career Course Now



The Road Ends Here

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# Part 3

## The 3-Part Goal Setting Process

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It's said that the man who thinks he can and the man who thinks he can't are both right! This is absolutely true of your career planning in college basketball. If you create a vision for your career and follow through with the steps necessary your chances are excellent that you will reach your goal.

An attitude of highly successful people is goal orientation. Successful people think about their goals and how they can achieve them most of the time. Unsuccessful people think about their problems and spend their time criticizing, complaining, and making excuses most of the time.

### The Purpose and Power of Goal Setting

Research shows that less than 5% of all professionals actually write down their goals. If you follow through with goal setting, you will have surpassed 95 of 100 professionals who also aspire to succeed in their line of work. That is an excellent start and the time to start is now!

1. Goal setting helps you set a vision for your career with the end in mind.
2. Goals are cut up into small parts that you can accomplish over short periods of time. This will give you the confidence to move forward because of the progress you see yourself making.
3. Goals give you a direction and a reason for getting up in the morning. You have to make your goals a part of everyday life.
4. Goals are ever evolving and are adjusted as you move through the process. This gives you flexibility to make decisions and alter the course of your career.
5. Goals will set you apart from almost any other coach you will be completing against for jobs.
6. Goals are the life blood of your career pursuits and without them you will get nowhere.

## Keys to writing effective goals

### 1. Follow the S.M.A.R.T Goal writing technique

#### Specific

A specific goal is clearly written and concise. Your goal has a much greater chance of being accomplished than a general goal. To set a specific goal you must answer the six "W" questions:

Who: Who is involved?

What: What do I want to accomplish?

Where: Identify a location.

When: Establish a time frame.

Which: Identify requirements and constraints.

Why: Specific reasons, purpose or benefits of accomplishing the goal.

Example--A general goal would be, "Get in shape." But a specific goal would say, "Join a health club and workout 3 days a week."

#### Measurable

Establish concrete criteria for measuring progress toward the attainment of each goal you set. These goals are performance based and act as a benchmark. When you measure your progress, you stay on track, reach your target dates, and experience the exhilaration of achievement that spurs you on to continued effort required to reach your goal.

To determine if your goal is measurable, ask questions such as.....How much? How many? How will I know when it is accomplished?

#### Attainable

When you identify goals that are most important to you, you begin to figure out ways you can make them come true. You develop the attitudes, abilities, skills, and financial capacity to reach them. You begin seeing previously overlooked opportunities to bring yourself closer to the achievement of your goals.

You can attain most any goal you set when you plan your steps wisely and establish a time frame that allows you to carry out those steps. Goals that may have seemed far away and out of reach eventually move closer and become attainable, not because your goals shrink, but because you grow and expand to match them. When you list your goals you build your self-image. You see yourself as worthy of these goals, and develop the traits and personality that allow you to possess them.

### Realistic

To be realistic, a goal must represent an objective toward which you are both *willing* and *able* to work. A goal can be both high and realistic; you are the only one who can decide just how high your goal should be. But be sure that every goal represents substantial progress. A high goal is frequently easier to reach than a low one because a low goal exerts low motivational force. Some of the hardest jobs you ever accomplished actually seem easy simply because they were a labor of love.

Your goal is probably realistic if you truly *believe* that it can be accomplished. Additional ways to know if your goal is realistic is to determine if you have accomplished anything similar in the past or ask yourself what conditions would have to exist to accomplish this goal.

### Timely

A goal should be grounded within a time frame. With no time frame tied to it there's no sense of urgency. If you want to lose 10 lbs, when do you want to lose it by? "Someday" won't work. But if you anchor it within a timeframe, "by May 1st", then you've set your unconscious mind into motion to begin working on the goal.

### ACTION--It's time to "put money where your mouth is" and GET TO WORK!

The most important thing you can do is to create ACTION!

Well intended and written goals aren't a thing if you don't put the words on the paper into daily ACTION. When you do, magical things happen.

### Specific ACTION questions to consider:

1. What kind of position do you seek?
2. At what level of college coaching do you want to eventually end up at?
3. How willing are you to climb the ladder to your desired position?
4. Are you willing to make significant financial sacrifices to reach your goal?
5. What is the status of your coaching network in the US?
6. Determine your strengths and weaknesses and how you would present them to a head coach or Athletic director.
7. Will you move first then find a job or get the job first?

## The Three Step Goal Process

Step #1--Set your ultimate coach goal—"What do you want?"

Step #2—Develop specific steps to reach your short term and long term goals

Step #3—Be willing to do anything necessary to accomplish your ultimate goal

Research I've done in my 34 years of mentoring coaches that aspire a college coaching career indicates the following:

1. Step #1--100% of the coaches who contact me say they "want" to become a college coach. Anyone can "say" they want to be a college coach, but most live in a dream world and cannot follow through with #2 and #3.
2. Step #2—50% of the coaches follow through with writing specific steps needed to accomplish short term and long term goals.
3. Step#3—Less than 10% of the coaches who initially contact me are able to "do anything necessary to accomplish their ultimate goal. These coaches are "Ten Percenters."

Important—Before you read any further I challenge you to think about Step #1, #2, and #3. Be honest and determine if you can follow through with #1. If so where is your commitment level to accomplish #2? Finally, are you truly a 10 Percenter or not?

If you are honest you will be doing yourself, your family, and your career a huge favor!

If you can answer yes to all three then you are really to move quickly into the world of college basketball!

### STEP #1

Your ultimate coaching goal is the highest accomplishment in your career. Don't limit yourself when setting this goal. Go for it and set the bar high as long as it is realistic.

Examples—

1. My goal is to be a Division III head coach by the age of 30.
2. My goal is to begin as a student manager at the Division I level and become a Director of Basketball Operations coach within three years.
3. My goal is to be the head coach at the University of Kentucky within 15 years.
4. My goal is to become a Division II assistant coach and teach at the school too
5. My goal is to learn as much as I can for the next 12 months, build my network, and gain any position in Division I in two years.

Remember, your ultimate goal is what you would like to accomplish right now. Over time it may change and evolve which is fine and part of the goal achievement process.

## STEP #2

This is where the real work begins. Goals must be broken down into reasonable parts so you can move through the process, getting closer to your ultimate goal one step at a time.

You will have daily goals, weekly goals, monthly goals, and yearly goals. Your goals may also be years in advance but it will help you remember where you are going.

Here are some examples of different short and long range goals:

### Short Range Goals

**Daily Goal**—Make one contact per day to build my network. This could be a phone call, sending hard written note, talking to coaching buddies about their network, reading about how to network successfully, or documenting activities that relate to networking. Make a habit of reviewing your written goals each day, having them posted in your home, car, and office so you see them constantly.

**Weekly Goal**—A weekly goal could be to hand write your top group of prospective contacts. These would be coaches you have met and are beginning to establish a relationship with. Another weekly goal could be to listen to one audio program made available through College Coach Now. Each week you will want to read and review your written goals to keep them fresh in your mind.

**Monthly Goal**—A monthly goal may be to write 50 head coaches and 25 assistant coaches a hand written note. You can include an attachment like a motivational quote, set play, drill, or interesting article. You may want to visit a college individual workout or practice each month. Reviewing your resume and making changes would be another good monthly goal. Each month you will want to update your job openings list to prepare for job time in March.

### Long Range Goals

**Yearly Goal**—In one year you may want to accomplish your ultimate goal. You may want to build your network to 100 coaches in one year. You may want to attend 6 college practices, 6 college skill development sessions, apply for 10 jobs, and attend 2 clinics this year.

**5 Year Goal**—It's good to have a goal to reach a few years in the future. A 5 year goal may be to move from a high school coach to a Div. III college coach. It may be to build a network of 500 coaches and become a Division I assistant. Remember that your goals are flexible and can be re-written often. A lot can happen in 5 years so be ready to adjust to lots of changes and circumstances.

## STEP #3

Be willing to do everything necessary to accomplish your goal. This is where the real warriors who are committed to their ultimate goal rise to the top. 9 out of 10 aspiring coaches will not make the cut and will be left with regret and frustration.

If you have what it takes to be a 10 percenter, you are on your way to a fulfilling career in college basketball.

I've heard hundreds of times this comment by coaches who landed a college job but didn't follow through with the "everything" part of Step #3. Comments like: "I just didn't know it was going to be like that," or "I had to wash the laundry and that's not what I thought a college coach would have to do." There are a million reasons why we can't persevere, but those who can will find tremendous success.

Here is a list of things that you will have to possess to succeed in Step #3:

1. Handle rejection in a positive manner and refuse to be fearful.
2. Out work everyone!
3. Use each day to become better and get closer to your goal. Not 5 or 6 days a week, but 7 days a week!
4. Be willing to do ANY task that is assigned to you. Pick up another coach's dry cleaning, sweep the floor, pick up trash, order and pick up food for staff, drive coaches and players to appointments, drive 10 hours to pick up a video tape in the middle of the night, work 18 hour days for weeks at a time, work until midnight on a regular basis, not receive any money from camp even though you worked 6 weeks of camps, no business cards, no office, no staff shirt, and no pay. This is just a small list of things that you must relish doing and do it to the best of your ability. There is no place for ego in your accent into the world of college basketball.
5. Learn to dig up job openings before long before they are publically advertised.
6. Execute dozens of creative ways to meet people and build your network.
7. Be grateful every day, expecting nothing but the job you have.
8. Work each day to covet the opportunity you have and not spend time on your next job.

### Visualize your Goal by Beginning with the End in Mind

1. Example of your own funeral three years from now. There are 4 speakers; family, friend, professional co-worker and a church member.

What would you like each to say about you and your life?

What characteristics would you like them to have seen in you?

What difference would you like to have made in their lives?

--"Begin with the end in mind" is to begin today with the image, picture, or paradigm of the end of your life as your frame of reference or the criterion by which everything else is examined.

--By keeping that end clearly in mind, you can make certain that whatever you do on any particular day does not violate the criteria you have defined as supremely important, and that each day of your life contributes in a meaningful way to the vision you have of your life as a while.

--Avoid the activity trap—It is possible to be busy—very busy—without being very effective.

--People often find themselves achieving victories that are empty, success that have come at the expense of things that suddenly realize were far more valuable to them. People from every walk of life, --doctors, academicians, actors, politicians, business professionals, athletes, and plumbers---often struggle to achieve a higher income, more recognition or a certain degree of professional competence, only to find that their drive to achieve their goal blinded them to the things that really mattered most and now are gone.

Let's look at four examples that illustrate the power of having the "End in Mind."

1. The construction of a home.
  - a. Get a clear sense of what kind of house you want. Down to every detail.
  - b. Reduce it to a blueprint and develop construction plans, then build.
2. A business
  - a. Clearly define what you're trying to accomplish. What service, target market, internal elements, business plan.
  - b. Most businesses failures begin in the first creation, with problems such as undercapitalization, misunderstanding of the market or lack of a business plan.
3. Taking a vacation—You plan your destination, the stops along the way, hotels to stay in, sites to see and people you will meet.

\*\*\*Isn't it sad that we can spend more time and put more thought into a vacation than we do into our life, profession, marriage or faith walk?

4. Becoming a college basketball coach! Begin with the end in mind, your goal, and your will reach your destination with goals and action steps and a heck of a lot of work!

Where you ARE & Where you are Going Exercise

1. Write down exactly where you are right now in your career. Your current position, school, level, responsibilities, success/failures, job fulfillment on a scale of 1-10.
2. Write down, with the end in mind, where you want to be when you reach your goal in college coaching. Be specific as possible.

Some actual questions and answers from coaches in the College Coach Now community.

Question:



I'm really starting to get out there and meet some college coaches. Mainly with the help of the Iowa State coaches you introduced me to. Pretty soon I will be making a decision on which school to work for. I have been told numerous times that a Division 2 GA would be the best route to go, but I am unsure if that is the best way for me to go. Right now I feel like I want a break from taking classes. What do you think about being an assistant coach at a smaller school, or working at a JUCO?

Answer:

This all depends what your goals are.....do you know at this time what your coaching goals are? Why is this important.....? It is important because you make job decisions based on your ideal job or level.

Example----AAU coaching jobs/JC asst. jobs at good schools are two great ways to get a chance to meet Div. I coaches.

IMPORTANT--Once you MEET a coach, it is up to you to come with a plan to maintain contact and build a RELATIONSHIP with him.....this is how you build a strong NETWORK.

If your goal is to be an NAIA head or assistant or DIV. III or Div. II coach, the JC or AAU route would probably not be the way to go.

The DIV.II job is valuable because:

--You can go to any level from there.

--You gain more experience doing everything from the first day....INVALUABLE!

--By doing many different jobs, you learn how to do each but more importantly, you begin to develop YOUR NICHE, your SPECIALTY!

If you could get a DIV. II asst. position this spring, you are off to the best start in this profession you could ever hope for!

If you are tired of the books, remember you don't start class until next fall which is a 6 month break. GETTING the job should be your number one priority!

Don't make the mistake MOST young guys make. Use the contacts you've already made to help you. Realize there are other guys out there working very hard with many more contacts than you do. Stay focused on committed to your goals and you will reach them.

Being new at this, you don't have a clue how many guys are out there are working their ass off to get jobs. I hope you will believe me on this one and in time you will realize this is the way it works.

Go after every job like it's the last one and your last chance.

Tim Floyd told me one spring to get involved in as many jobs as possible.....22-25 jobs (a full time job for sure). Don't worry about small things like pay, duties, recruiting. Get yourself in a position to take it or turn it down, that's the goal!

## Written Goals by member of College Coach Now coaching community

### Goal Setting

9/23/08 11:50 AM

-I am currently a Varsity Assistant at Chaparral High School in Parker, Colorado. I am also an Assistant Coach with the Colorado Hawks 2012 AAU Team.

-My duties with Chaparral are:

- I attend daily practice with Varsity/JV and Sophomore/Freshmen teams
- I assist in running drills, and I prepare and clean the gym before and after practice
- I do the majority of our scouting of future opponents
- I keep stats of players during games in which I am not scouting, or by watching game film
- I am the head coach of the Sophomores during summer leagues and team camps

-My duties with the Hawks:

- I attend weekly practice, but also lead practice about 50% of the time
- I also get the coach many games that the head coach cannot attend
- I serve as a member of the board for the organization
- I am in charge of all operations for team travel

-Successes:

- I have earned the trust and respect of all players and coaches. Many players' families have invited me and welcomed me into their homes
- I have been courted by other local AAU clubs and high schools to be head coaches on their staff
- I have learned an enormous amount about basketball, from different perspectives. With Chaparral, I've learned a lot about development and game strategy. With the Hawks, I've learned how basketball is played at the highest level of competition, and how to coach the most talented players in an area. I've also learned about different cultures, and how to coach each player differently

-Fulfillment with Chaparral is at about an 8/10. I love the coaching staff and the kids. I love feeling a part of the community, being that we're in a town. I love going to Wal-Mart and seeing my players working, and seeing families at local restaurants. However, I feel that I came into the program on a pedestal below the other coaches when I came in as a young, inexperienced volunteer coach. I still feel like I'm below, and need to work extra hard to gain their respect, and I wonder if I will reach a point with them where my input is desired

-Fulfillment with the Hawks is a 10/10. I have had the best experience with the Hawks, and it has changed me as a person. To be able to work with underprivileged kids, and to have an impact on their lives to a point where they look at me as a father figure really makes all the miles driven and money spent worthwhile. Also, it gives me a chance to travel and see the best that the country has to offer with basketball, and get me outside of the talent pool that is in Colorado.

Goals:

- 1) I want to be an **assistant** coach at the Division 1 level of men's basketball
- 2) I want to be a **head** coach at the Division 1 level of men's basketball
- 3) As a head coach, I want to coach an **all-conference** player
- 4) I want to be a part of a coaching staff of a **Final 4** team

*When I have reached my final goal, I will be a **head coach** of a **Division 1** school that is a legitimate **contender** for the **Final 4**. My "**Kentucky**" is **Colorado**.*

### How to separate yourself from the Pack?

There are four keys to success in making yourself more valuable, marketing yourself ahead more rapidly in your career. They are:

1. Specialization--Is your ability to channel your talents or abilities into a vital area that is of measurable value to your company and customers.
2. Differentiation--Is how you set yourself apart from other on a basis of your superior performance in one or more areas. Your ability to differentiate yourself on the basis of high quality work probably is the most important single focal point of your career. If co-workers or colleagues asked, "What is your area of excellence? What would they say about you? Where can you put your "X" on the basketball program you work for?"
3. Segmentation--Is the ability to determine the people and organizations in your work like that can most benefit the fastest from your performance in a particular area. Identify them as contacts, growing relationships and future employers.
4. Concentration--Is your ability to focus single-mindedly on serving your specific market segment with products and services that are excellent for that individual or organization.

Ask yourself, "What one skill, if you developed it and did it in an excellent fashion, would have the greatest positive impact on our career?"

WHATEVER your answer to that question, write it down as a goal, set a deadline, make a plan, and begin working on developing yourself in that area until you master it. This is the real key to career success.

Stay committed to your goals, be tough minded, persevere and follow his simple thought:

**Don't let other people's issues be bigger than your goals!**