

Brian
Mayne's
Goal
MAPPING



WHY

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HOW

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Goal Mapping Guided Workbook

A simple step-by-step system for turning your dreams into realities



Goal Mapping – Helping to lift 7 Million Lives

**“Are you in earnest, seek this very minute.
Whatever you can do, or dream you can, begin it.
Boldness has genius, power, and magic in it.
Just begin and the mind grows heated.
Continue, and the task will be completed.”**

The opening lines to Faust

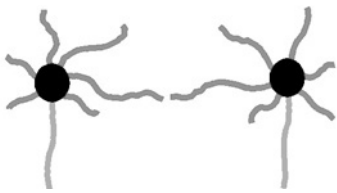
Introduction

Welcome to the Goal Mapping success system. Learning how to set and achieve goals is the master skill for life because it is the one skill that allows you to gain all other skills and abilities. Throughout recorded history the most successful men and women have been those who have developed their natural mental ability of goal setting into a powerful skill for achievement.

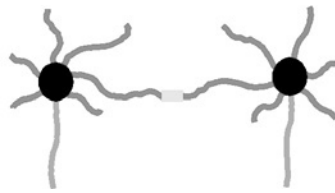
The **Goal Mapping Guided Workbook**, is a practical handbook that teaches a highly original system for achievement and shows you how to apply it to any objective or goal. Whatever your dream, Goal Mapping can help you achieve it.

How goal setting works

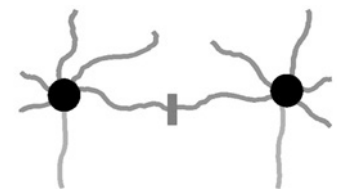
It has long been known that goal setting is a natural function of the brain. Once the goal has been set, a subconscious process is triggered that starts the transformation of the decision into a deed and thence to an achievement.



In recent times science has discovered that each person has around 100 billion brain cells, each one growing multiple arms called dendrites. All of the arms are separated by a slight gap known as the 'synaptic gap'. When you have a thought you spark an impulse in the centre of the brain cell that travels out along the dendrite arms seeking to make a connection with another arm, so that your thought can spread to form a pattern of understanding, or train of thought.



If the thought you have is of a positive nature, whether about yourself, your life, or single situation, the positive impulse triggers the release of a chemical called serotonin from the end of the 'dendrite arms'. Serotonin is the chemical that gives you the feeling of happiness and wellbeing. It also acts as a **conductor**, bridges the 'synaptic gap' and allows your thought to continue on its journey.



If, however, the thought you have is negative, you trigger the release of a different chemical, a substance called cortisol, which gives you the feeling of sadness and depression, and also works like an insulator, effectively blocking or limiting the free-flow of thoughts and ideas.

Hence, thinking 'you can' releases the chemicals and creates the brain cell connections that in turn produce a 'free-flow of thought' and the birth of ideas and answers. Thinking 'you can't' blocks the flow of thought, which only results in your seeing more of the problem and even feeling strong reasons for giving up altogether.

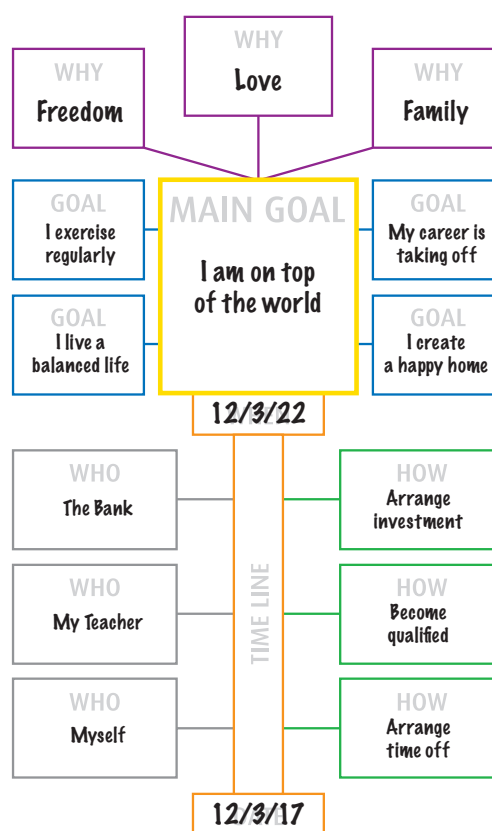
The very best way of holding a positive thought is to set a GOAL

The 7 steps of Goal Mapping

Goal Mapping is a unique whole-brain system designed to connect your consciously chosen goals or desires to your subconscious mind, so that your subconscious begins to move you and your goal towards each other automatically.

Your subconscious mind works like a helpful autopilot – once a conscious decision or goal has been set, a sub-conscious process is triggered that begins to influence the transformation of the decision first into an attitude, then into an action, and ultimately through to an achievement.

The Goal Mapping system enhances this natural mental process by using a balance of key **words** activate your **left-brain** and symbols or **pictures** to activate your **right-brain**.



As you are guided through the 7 steps of Goal Mapping, you fill in both a left-brain and right-brain template gradually to create your very own Goal Map of **what** you want, **why** you want it, an action plan of **how** you intend to achieve it and **who** will be involved in the process.

How to get the best from this book

This multi-purpose handbook can be used on its own or in conjunction with a Goal Mapping Coach Practitioner. It is recommended that first-time readers cover all the information in the forthcoming pages, noting **key points** where appropriate and completing all exercises before creating their Goal Map. We also recommend creating a new Goal Map every six months or as required for specific achievements. Repeat users of this book may wish to cover the key points only before turning directly to the Goal Mapping section.

The winds of change

Never has there been a more important time to learn the art of goal setting. We live in a period of great and rapid change. Every aspect and area of our lives is changing – the way that we work, the way that we interact, the way we are educated and the way that we live generally.

Many people often fear the changes they feel they do not control and try to resist them. But change is vital for growth and life. Total sameness results in stagnation and death.

In truth, change is neither good nor bad; it is simply part of life. Learning how to set goals correctly allows you to find the positive opportunities created by change and to use them as a force for good to move towards your desires.

**“We must always change, renew, rejuvenate ourselves;
otherwise, we harden”**

Goethe

Imagine that change is like the wind that blows and you are a boat on a sea of possibility. Without the wind of change you would be marooned in the middle of the ocean. But the stronger the wind of change blows, the more power you have to move towards your chosen destination. Your goals are like beacons of light by which to steer your course.

It would be foolish to expect the wind to stop blowing: if anything the pace of change is going to accelerate. Mankind’s knowledge has doubled in the last 50 years and is set to double again, which will create accelerating change, bringing fantastic opportunities and great challenges in equal amounts.

This can be a marvellous time for those who are focused on their heart’s intentions through goals, or a difficult time for those who live in fear and resistance to change, for they will be tossed about on an ever turbulent sea.

By setting goals we can ride the wind of change and capture the seed of opportunity that is always carried with it.

**“We may not be able to direct the wind,
but we can always adjust the sails”**

The DAC Factor

Traditionally, education and training have focused predominantly on acquiring technical knowledge and skills. And without question these are vital aspects for achieving success. However, studies show that if five people are chosen for a specific task and all receive the same basic training, one will excel, three will be average and another will require additional coaching.

The key difference between these people, and what determines your own level of success, is known as the **DAC Factor**. DAC stands for **Drive, Attitude** and **Confidence**, and can be best understood through the following analogy . . .

Riding the bike of ability

Imagine that whatever you do on a regular basis is like a bike that you are riding. We could say that the back wheel is your technical knowledge, while the front wheel, because you can steer with it, represents your ability to have influence with people.

The difference between the days when we really pedal our bike and the days when we look for some flat ground or a slope to coast down, is determined by our own level of Drive, Attitude and Confidence.

Developing your level of Drive, Attitude and Confidence will be the major determining factor in how successful you are in every area of your life.

For example, have you ever been doing something, which you can do so well that you can do it with your eyes closed on autopilot, but then someone comes along and scrutinises what you are doing and you begin to feel uncomfortable, self-conscious so that your ability to do the 'thing' diminishes? In this experience, have you lost any of your technical ability, or is it that your confidence has gone down?

Drive, Attitude, and Confidence is like a valve that turns on the flow of our skills and knowledge and allows us to excel in what we do. We can develop these qualities further and achieve greater balance on our bike by setting compelling goals, having a strong sense of purpose, and being clear about our direction.

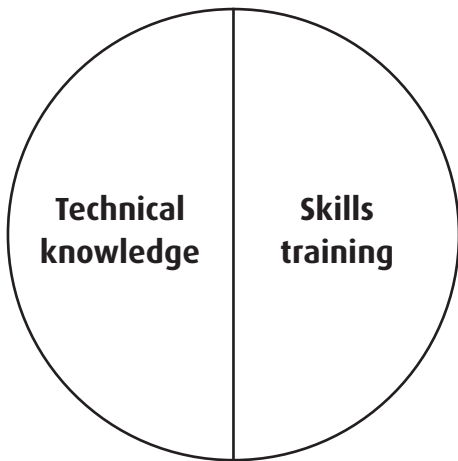
There will always be some rocks on the road of life – it is just the nature of things. But if you have a strong sense of purpose and compelling goals, while the ride may get a little bumpy at times, you will overcome the obstacles in your path.

If, however, you have no purpose or goals, nothing special to get up for beyond earning a living, you are like a bike that is not moving towards anything. It will take only the slightest pebble of upset on the path of life to unbalance you and send you crashing down to the ground.

“The days that we make the most progress on our bike, do not result from the terrain we are covering, but on who we are being when we ride”

The DAC Factor

Please fill in, preferably in colour, any blank spaces with the key points which are embedded in the text on the previous page, usually highlighted in bold.



The difference that makes the difference

- 1
- 2
- 3



Move to balance



The winning edge

It has long been recognised that in any given community, team, occupation or task, 20% of the people achieve 80% of the results.

This dynamic is a natural ratio and has become known as The 80-20 Law. Countless studies have shown that the top 20% in any group are often only 3-4% more skilled or able than the other 80% but they always produce the majority of the results and, when related to their quality of life and income, receive a greater level of reward for their efforts.

The principle of The 80-20 Law or 'winning edge,' can be easily understood through the analogy of a horse race. The horse that crosses the winning line first may beat the other horse by the smallest of margins. Over the course of a racing season the winning horse may be only 3-4 seconds faster, but it always picks up significantly more prize money.

So it is in life generally that those in the top 20%, although often only 3-4% more skilled and able, pick up a far greater reward for their efforts.

We all no matter what their current level of ability, can improve ourselves 3-4% over the period of a season and move to a higher level of success and reward.

When we apply this principle to ourselves as individuals it dictates that 20% of what we do makes 80% of the difference to our lives. And by applying ourselves to our top 20% in life, we are able to make the most progress by our own efforts.

Exercise

Identify your 20% activities and note which things make the biggest difference in your Relationship, your Career, and your Personal Wellbeing.

Now identify the 20% of things that you do that make the least difference to your life so that you can divert 'that' time and energy into your high reward areas

Wellbeing

Relationships

Career

Which one Goal do you think would add the most benefit to your life?

Which one Goal do you most want to achieve?

Ascending the LIFT Ladder

The 7 Principles of LIFT (Life Information for Transcendence) form a basic philosophy of success and create the foundations of understanding on which the Goal Mapping System is built. Because the principles themselves are fundamental to conscious achievement, they can be applied to a multitude of different situations. Each principle acts as a rung on a ladder, helping the user to overcome obstacles, span chasms, make decisions and generate progress towards greater levels of success and the attainment of their goals.

The 7 Principles

The first step to overcoming obstacles and achieving goals will invariably require you to **raise your awareness**. Increased awareness of yourself helps you develop greater levels of DAC. Awareness of other people helps create harmony and awareness of a situation helps you make decisions.

Raising your awareness will require you to move on to the second principle – **develop possibility consciousness**, or have an open mind. The past and the present do not equal the future. Make sure you consider all possibilities when evaluating your situation and when seeking to achieve your goals.

Success and balance are like two sides of the same coin. It is not possible to enjoy long-term success while being unbalanced, so the third principle is to **find balance** in all your decisions, undertakings and goals.

Principle four, is to **be on purpose**. Be present in the things that you do, and only seek to do that which makes you happy. When you work within your purpose, ‘doing the thing that makes you heart sing’, you unleash your passion and find your true power.

Our greatest freedom is our ability to choose our response and this is reflected in the fifth principle – **become fully response-able** – able to choose your thoughts, feelings and actions in response to the situations that you encounter and you will achieve your highest success and inner peace.

Because we all naturally gravitate towards the things that we concentrate on, it is important to engage in principle number six, by choosing to **maintain a positive focus** on what you want to achieve, so that your subconscious mind automatically moves you towards the attainment of your goal.

Whatever objective you set or solution you want to find will invariably require a higher level of understanding than you are currently aware of. Principle number seven encourages you **involve to evolve**. Turn within yourself to access your own inner wisdom and raise your awareness and outwardly seek support and advice from friends, colleagues and professionals. It has never been easier to access knowledge through books, advisors and the Internet.

**“Most people search high and wide for the keys to success.
If they only knew, the key to their dreams lies within”**

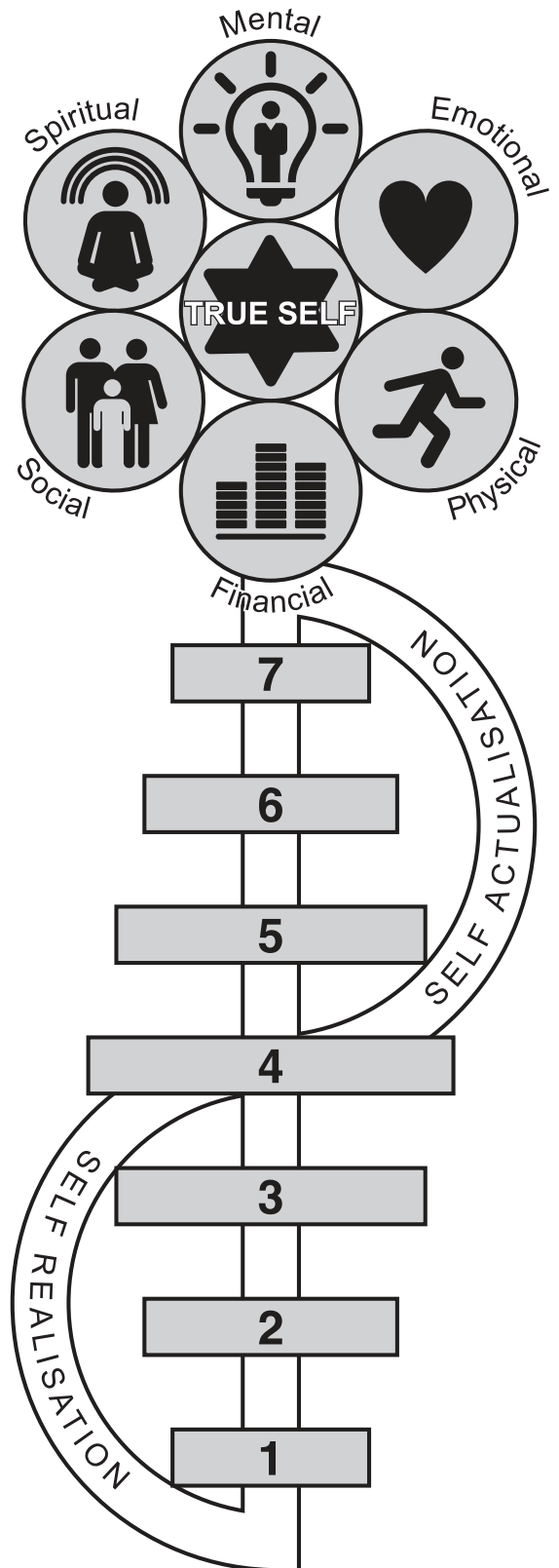
George Washington Carver

Ascending the LIFT Ladder

Please fill in, preferably in colour, any 'blank spaces' with the 7 Principles of LIFT which are embedded in the text on the previous page, usually highlighted in bold.

The 7 Principles of LIFT

- 7
- 6
- 5
- 4
- 3
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The LIFT Ladder

The path that leads towards your goals will invariably contain many obstacles – there will be ruts to scramble out of, hurdles to climb over and chasms to clear. Following the 7 Principles of LIFT is like having a ladder to serve you on your journey.

LIFT stands for **Life Information For Transcendence** and the 7 Principles of LIFT are actually seven empowerment strategies, or suggested ways of being, that represent the basis of positive thinking and conscious self-evolution. Collectively the principles act as the foundations for the Goal Mapping technique, and supply an overall approach to life, with each principle building on the last, like rungs on a ladder that enable you to overcome challenges and move on to higher levels of awareness and effectiveness.

Each of the seven principles is fundamental to the very process of conscious success, which makes them truly multidimensional and universal. They are therefore applicable individually or collectively to a single situation and point in time, through to a life-plan spanning many years. Together they form a cohesive philosophy for achieving successful outcomes, steering self-growth, and evaluating important life choices towards your goal.

Principle 1 – Raise your awareness

Whatever decision you need to make, whatever challenge you want to overcome, whatever goal you wish to achieve, raising your awareness will be the first step towards it.

Raising your awareness of yourself and current situation, the likely outcomes of your intended actions, or continued inaction, is always the first step in clearing the fog of confusion, overcoming procrastination and developing self-motivation.

The level of awareness that has led you to your current situation will not be sufficient to take you to the next level of your growth, the next stage on your journey or the next goal on your life path or purpose. That will require a new and higher level of awareness.

Our effectiveness in life generally is very closely linked to our awareness of it and of ourselves. The more aware we become of our own habits, desires and motivations, the more effective we can be in regularly choosing to be at our best and thereby produce our best results. The more aware we are of other people, their habits and desires, strengths and weaknesses, the more successful we can be in creating harmony and synergy. And the more aware we are of our environment, whether a city or jungle, the more able we are to live in harmony with it, adapting aspects of it to meet our particular requirements, while maintaining its own natural balance.

Personal picture paradigms

We all create internal thought pictures of understanding and then project them onto the world about us.

Our overall awareness of ourselves, of a single situation, or of the world in general, is known as a paradigm. A paradigm is a general viewpoint that we hold about something or someone and acts as a guidance grid for our opinions, attitudes, and actions.

Each paradigm that we hold is like a personal picture of understanding that we project onto the world and everything in it. It is the map or blueprint that our sub-conscious constantly reads to regulate our actions and reactions. When you woke up this morning chances are that you didn't need to think through who you are as a person and how you deal with the world. The reason for this is that you have built up paradigm pictures of yourself acting and reacting in lots of different ways to all of the various situations in your life. And it's these 'paradigm pictures' that inform your sub-conscious about how to make you behave in any given situation, without the need for constant rational thought.

Likewise it is your 'paradigm pictures' that allow you to drive your car, ride your bike, walk and do all manner of other routine activities that you take for granted, all of which are achieved without conscious effort. The only challenge with holding paradigms is that once you create them, they become set or fixed as if they were written in stone, while in reality everything around us in the world is fluid, flexible and constantly changing.

A paradigm that was created in the past may not accurately reflect the realities of tomorrow. We often see a situation in a certain way and then something happens that causes us suddenly to suddenly realise that it's a different way entirely and our paradigm and attitude shift completely.

The paradigms we form and project onto the world determine our opinions, attitudes and behaviour and ultimately the results we create. If we are to respond correctly to the multitude of situations and choices that come our way and steer the changes of life towards the achievement of our goals, we must learn to gain clarity of reality by consciously choosing to raise our awareness through questioning ourselves and paradigms.

“The first rule is to keep an untroubled spirit. The second is to look things in the face and know them for what they are”

Marcus Aurelius

Principle 2 – Develop possibility consciousness

The past and the present do not equal the future. The future exists in infinite possibilities. By developing an open-minded approach, we capture our highest opportunity.

Climbing the first rung of the LIFT ladder involves asking yourself the question, **“Have I raised my awareness sufficiently in this situation?”** The second step requires you to develop possibility consciousness, or have an open mind. If you are going to raise your awareness that naturally means having an open mind and considering all possibilities. Too often people approach a situation with their paradigm already fixed – that something is, or isn't possible because it was that way in the past. But the past and the present do not equal the future. The future is unwritten, evolving, and always in some way different from before.

“Every man takes the limits of his vision for the limits of the world”

Arthur Schopenhauer

Selective perception

We don't really see the reality of life as it truly is: we see life through the projection of our paradigm of it – we see life as we are, in relation to ourselves

It is estimated that we receive around two million pieces of information or stimuli from our senses about our body and the world around us every single moment of the day, but our conscious thinking mind can only process or hold about nine digits or chunks of information at any one time.

To protect our conscious mind from going into data-overwhelm, an area of our brain called the 'Reticular Activating System', or RAS for short, acts as a filter to screen out information it deems irrelevant and pass on only that which is considered important.

While this automatic process is always meant to serve us, it can in fact sometimes severely limit us. If we do not consciously select the paradigm filter for our RAS by choosing to have an open mind, it will automatically set itself in alignment with our dominant thoughts and opinions or beliefs.

It is this process in action that creates the common experience of buying a new car, and then noticing lots of similar cars everywhere you go. The cars were always there, but getting one yourself created a new 'dominant thought' that programmed your RAS to pass on all information concerning that subject.

The same thing happens if you are expecting a baby: you start seeing babies everywhere; or book a holiday and constantly see reminders of your destination and the same applies to any other situation that causes you to create a dominant thought and filter for your RAS. And because your RAS is part of your sub-conscious and your sub-conscious does not make value judgements about right or wrong, it means that a negative limiting thought, such as 'can't', will also become a filter for your RAS leading you to block out any valuable information to the contrary, such as maybe 'You Can'.

**“A mind that is stretched to a new idea
never returns to its original dimension”**

Oliver Wendell Holmes

Spotting opportunities

If you allow yourself to become overly negative for prolonged periods, you influence your RAS to make you aware of only lack, limitation and difficulty. But when you set a compelling goal for yourself, you are not just stating your intentions; you are setting a command for your 'Reticular Activating System' which then helps you to see beyond any preconceived limitations and spot new visions of opportunity, potential and abundance.

**“For the person who is good with the hammer,
Everything in life tends to look like a nail”**

Abraham Maslow

Principle 3 – Find balance

In all of life, there can be no lasting success without balance. We live on a planet that spins in a balanced orbit, with balanced climates that support balanced eco-systems, where a multitude of species live in balanced co-existence and within which each individual creature must maintain balance in its physical body and surroundings to survive. In short, success is balance and balance is success.

Balance makes life work well. You will always know when you are in balance because you will feel really good about yourself inwardly, and this will reflect in your life outwardly. Likewise you will also know when you or your life is out of balance, because everything will start falling apart. Everyone’s balancing point will be slightly different and unique. What one person may need to do more of to achieve balance, another may actually need to do less of. However, as a general guide, consider six following key areas to achieve balance within and between.

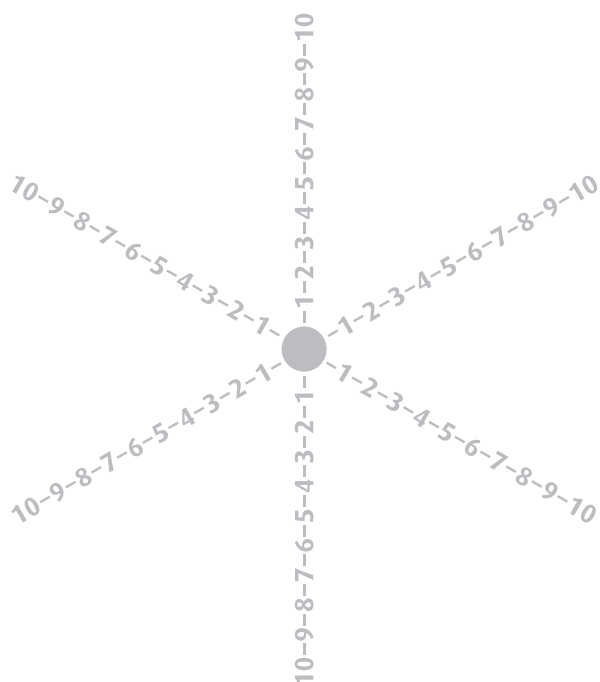
Try this exercise: Give yourself a score between one and ten in each of the following areas. Only measure yourself against your own best, not anyone else’s. That way the exercise is always relevant. Be intuitive and listen for the first number that comes to your mind. (one = lowest and ten = highest)

Mental **Emotional** **Physical**

Financial **Social** **Spiritual**

Now plot your scores onto the wheel below, starting from the top spoke (Mental) and moving round the wheel clockwise placing a score on each spoke.

Finally, link the numbers you have ringed by going around the outside, like a dot-to-dot puzzle. This will give you a ‘life-wheel’ – a picture of your current sense of balance



The aim is to have an even circle or wheel. Most people, though, tend to have a flat area or dip at some point. If this is also true for you, please see it as a positive result – it simply indicates where you need to put your focus and energy in order to bring yourself and life into a greater level of balance and success.

By focusing on the flat point in your wheel and setting yourself a goal to improve it, you, in effect, lift all the other areas automatically. For instance, some time ago after going through the exercise for myself, I saw that my flat area was the physical spoke. I had stopped exercising, my diet had been poor and as a result my health had suffered. I set the goal to get up half an hour earlier three times-a-week in order to take some exercise. Within a short time I had not only improved my physical wellbeing, but the new level of balance was positively affecting all the other areas of my life. Mentally I felt sharper, emotionally I felt happier, I had more energy which made a difference financially. Socially I was a much nicer person to be around, and spiritually I felt more connected. Through bringing myself and my life back into balance, I had produced 'synergy of self'.

“Even a happy life cannot be without a measure of darkness, and the word happiness would lose its meaning if it were not balanced by sadness”

Carl Jung

Synergy of self: the fruits of balance

By achieving balance between your major life areas, you actually achieve 'synergy of self'. Synergy, meaning that the whole is greater than the sum of its parts, is a naturally occurring dynamic. Synergy is not created through sameness. It is created through complementary or balanced difference. Eco-systems when balanced become synergistic. Interdependent species are synergistic. People, when they are balanced enough to respect the differences between each other, are synergistic. And likewise each of us individually, when we are balanced in ourselves and our lives, produce 'synergy of self' and shift to a higher level of awareness, wellbeing, effectiveness and success.

One of the most fundamental balancing points that is universal and impacts all other areas, is finding the mental balance between our left and right-brain faculties.

“What’s going on in the inside shows on the outside”

Earl Nightingale

Whole-brain balance

Choose your destination through your right-brain, but use your left-brain to organise the journey

Although there is still much scientific debate about the nature of true genius, it is clearly apparent that some of the greatest people throughout history were equally brilliant with both sides of their brain. Leonardo Da Vinci, credited by many as the most brilliant mind ever, was not only a great artist but also a great scientist. Even his working notes are a mixture of words and pictures on the same page. Likewise Mozart, although known for his superb music, could have easily applied his mind to become one of the world's leading mathematicians. Great people tend to have great balance within their thought processes.

We enter the world with our brains naturally balanced and they stay that way for about the first five years of life. Scientists estimate that our ability to learn in this period of balanced brain activity is about 20-25 times greater than it is in adulthood. Unfortunately, the majority of people become unbalanced in their brain function as they grow older. Typically, in the western world, we are left-brain dominant. While this may derive from a myriad of causes, such as genetic influence, childhood conditioning, schooling, our occupation and society in general, achieving whole-brain balance is actually something anyone can achieve simply by setting a goal to do so. It is the very act of having a goal and creating a Goal Map that helps you gain greater balance.

The brain is like a muscle: if we stop using any part of it, it begins to waste, but never completely dies. And through some thinking exercise, just like exercising any other muscles at the gym, we can re-enliven our brain, regain our brain-balance and move ourselves onto another level of effectiveness. In addition to helping you achieve your desires, the seven steps of the Goal Mapping technique are designed to exercise both sides of your brain and help you create whole-brain balance, while your goal itself helps you maintain balance in your life.

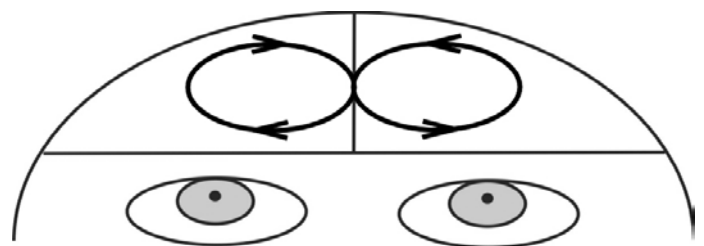
“The union of feminine and masculine energies within the individual is the basis of creation. Female intuition plus male action is creativity”

Shakti Gawain

Dynamic balance: a movement with repose

Our right-brain gazes forward with the quality of imagination, while our left-brain analyses backwards through memory. Our right-brain is emotional, our left-brain logical. Our right-brain leans towards being passive, while our left-brain is active. Finding the balance between the two halves of the brain does not mean finding a static balancing point such as on a set of scales. Brain balance, like other natural checks and balances, is a dynamic process. It is iterative, interactive, constantly shifting the point of focus and balance from one side to the other, like a flowing figure eight on its side.

Move onto the third rung of the LIFT Ladder by asking yourself, ‘If I take this opportunity, follow this direction, or pursue this goal, will it help me achieve more balance in my life or less?’ As you begin to raise your awareness and find your balance on the inside of your head by choosing your focus, so you will start to reap the benefits on the outside by generating greater flow and harmony in your life.



Engaging in the Goal Mapping system will guide you to exercising your right-brain by visualising, your left-brain through strategising, and then anchoring the balance through the creation and ongoing use of your Goal Map.

“In the power to change yourself is the power to change the world around you”

Anwar Sadat

Principle 4 – Be on purpose

Purpose is to a person what fuel is to an engine – without it we end up going nowhere. We are all born with a purpose, a reason for being, something we can excel at. When you are on purpose you find your passion, your power, your flow, and it feels as if life is working with you. When you are not on purpose, or off track, your power to create is dissipated and every last chore seems to drag.

To be on purpose, you must first find or know your purpose – you must discover ‘that thing that makes your heart sing’ the thing that you are passionate about. This is one of the great inherent goals that each of us is born with and a truth that has been known by the wisest in societies throughout the ages – everyone has a purpose and pursuing it is a life goal.

Between the 1st and 3rd century B.C Patanjali wrote:

“When you are inspired by some great purpose, some extraordinary project, all your thoughts break their bonds; your mind transcends limitations, your consciousness expands in every direction and you find yourself in a new, great and wonderful world.

Dormant forces, faculties and talents become alive and you discover you are a greater person by far than you ever dreamed yourself to be”

Seeking the true fuel

Motivation comes from Inspiration, which is powered by purpose

We are all born with an automatic motivation programme that urges us to move towards pleasure and away from pain. People have put themselves and others under the threat of pain or the promise of pleasure for countless generations. And while there’s no doubt that these strategies produce results, the challenge is that you need to apply them constantly to create momentum.

In contrast, you may have noticed that some people don’t need to do that. People who feel Inspired do not need to get themselves motivated – it is a natural product of their inspiration. They have a different spring in their step. They are ‘naturally motivated.’

External inspiration, like being inspired by other people or events, is momentary. It is like receiving a spark that lights the fire. But in order for the spark to become a burning passion, individuals must feed the flames themselves. The fuel that keeps the fire of life burning is having a sense of meaning and purpose. That is the true root of inspiration that feeds motivation.

A sense of purpose

Find that thing that makes your heart sing, and then find a way to make your living your life. Purpose and goals are different. A goal is tangible, quantifiable. It has a definite achievement date. A purpose on the other hand is an ongoing endeavour, a long-term mission, or life-vision. Purpose is like the direction and goals are the significant milestones along the way. Motivation is a reason to make the journey.

There are many different types of purpose. For some people their purpose will be the achievement of something physical – winning, buying, building, or what amounts in some way to having. For other people, their purpose will be centred on their work, project, or career, or what they are doing.

Your prime, or first purpose, however, is always who you are being. This is the purpose that all life is born with – to be your best. By seeking to be your best, you naturally do your best work and invariably have your best results. Be-Do-Have is the syntax or sequence for success. Always be first as it produces the right attitudes that empower what we do which in turn enhances the results we have. In addition, as humans we have the freewill to influence our natural urge to become more, and use it as the force to carry us forward towards our heart-felt desires and dreams.

Whichever level or type of purpose you choose to pursue, or are already pursuing, it will invariably mean climbing the LIFT ladder in some way by raising your awareness, developing possibility consciousness, finding balance, and on reaching this principle or rung of the ladder, asking yourself the question, **“If I take this opportunity or direction, will it move me closer to the achievement of my purpose, or will it take me subtly off track?”**

It is always much easier to say no when you’re really clear about your big yes – your purpose.

There are a number of ways to find your purpose. Sometimes it will happen quickly, sometimes it will unfold over many years. But always it will begin with setting a goal to ‘know’ it.

“A person without a definite purpose in life is more handicapped than the most disadvantaged or disabled”

Leslie Fieger

Principle 5 – Become fully response-able

Responsibility equals ‘the ability to choose your response’. It is the key to your greatest freedom and ultimate success.

Exercising response-ability allows us to choose our own mental, emotional and physical response to the situations that arise in our lives. The opposite of response-ability is blame, and some people develop the habit of blaming anyone and anything for any aspect of themselves or their lives that they don’t like. One of the big challenges with blame, though, is that it’s always ‘out there’ outside of you, which means you have little or no influence over the situation. Denying responsibility for aspects of life that you don’t like only results in feeling like a victim – that someone or something is doing it to you, or making you feel a certain way and that you are powerless to change it.

Once you accept any mistakes, however, they become learning opportunities. The great power in this means that if you don’t like something, but you acknowledge you had a hand in creating it, then it naturally means you are empowered to change it and create something else. But if you persist in blaming as if ‘something out there is doing it to you,’ you will always feel trapped and act like a victim.

Some people believe that ‘the way you are is the way you are, and there’s nothing you can do about it’. Some even argue for their weaknesses and list reasons as to why they can’t change. – it’s their genes, their upbringing, or their environment that’s making them the way they are. But these are always influences, not determinants, and we have the natural birthright and prime purpose to make the most of ourselves and our lives. While we may sometimes be limited in our physical options, we are always totally free to choose our mental and emotional response. We can choose to be at our best.

Learning to choose a positive response to a negative situation allows you ultimately to triumph. Hence the ancient truth; 'it's not what happens that makes the biggest difference, it's how you respond to what happens, that make the difference'.

Response-Ability is the birthplace of inner freedom and the foundation of personal power. Like a muscle, the more you exercise it, the stronger it grows. Practise choosing your response on the little things and as you build the muscle, it will become easier to choose your response to the big things.

"If you are distressed by anything external, the pain is not due to the thing itself but to your own estimate of it; and this you have the power to revoke"

Marcus Aurelius

Self actualisation

Change the way that you think about everything and everything about you will change

Thought is the first creation. Everything that has ever been created in the history of the world began as someone's idea. Every great work of art, every empire, every achievement was once just a thought in somebody's head. Likewise every habit, every action, and every emotion also begins as a thought.

Thought creates emotion, and the combination of thought plus emotion begins to influence our behaviour. Repeated behaviour becomes habit. Habits shape our circumstances, which in turn trigger more thoughts either of acceptance or rejection of our circumstances and the cycle continues.

We all live in a self-actualisation cycle like the one just outlined. The cycle can either lift us up towards personal development, or send us spiralling down into personal decline. The choice is invariably ours, regardless of circumstances, because the cycle always begins with a thought and this we are totally free to choose.

The key to this principle and rung of the LIFT ladder is to ask yourself the question:

'Am I consciously and proactively choosing my response, or am I being reactive, unconscious, and giving away my power?'



"The ancestor of every action is a thought"

Emerson

Principle 6 – Maintain a positive focus

Think about what you want, not what you fear. We live in a constant state of becoming, continually changing, and perpetually self-manifesting. It's as if the Universe were a big dream machine that responds to our energy and manifests or creates in accordance with our wishes.

Our ability to wish and control what the dream machine creates is our ability to choose our focus. It is our 'response-ability' because no body else can do it for us. Each of us must choose the direction of our focus, which in turn steers the direction of our lives and the quality of what they create and attract.

When you choose to focus on the positive in your life, in yourself and in your situations, you generate an energy that, like radio waves, transmits your intention and attracts back the people, things and situations that are in harmony with it. The same thing happens when you focus on the negative, only this time you set up a negative attraction.

By taking response-ability for the focus of your thinking and choosing to concentrate on the positive, you cause an effect in all the areas of your self-actualisation cycle and create a positive chain reaction. Your mind becomes inspired, your emotions become motivating, your behaviour has purpose, your habits are empowering, you consciously design your life and any justification or blame turns into feedback and learning.

Hence, by taking response-ability your actualisation cycle becomes pro-active instead of reactive, and empowering rather than self-limiting. At each stage of the cycle, the power grows stronger and the attraction or creative energy becomes greater.

With all forms of creation, whether of a new habit, or of the achievement of an external goal, the key is to 'maintain a positive focus' and in so doing you'll raise your awareness, increase your energy and begin to operate from your super-conscious mind.

“You become what you think about”

Earl Nightingale

Your super-conscious mind

Intuition on tap, just ask

Your super-conscious is that part of your mind that is connected to your higher self and collective or universal consciousness. Thought is energy and energy never dies: it simply changes vibration and form. Each person's individual consciousness is like a wave rising up from the ocean. At the end of its individual existence it doesn't actually cease; it simply merges into the whole again.

By maintaining a positive focus, you attain a state of mind where your super-conscious begins to bring you insights and ideas from the ocean of collective consciousness; thoughts that you hadn't already conceived or considered in any way. Many great people have testified to the power of the super conscious and have credited it with their highest achievements.

Thomas Edison, the greatest inventor of the 20th century declared that he never had an original idea – instead he simply plucked them from the air. Mozart stated that many of his compositions came to him fully formed, complete in every detail, though he was hearing them in his mind for the very first time.

This mental faculty isn't the preserve of just great people. They have simply learnt to use what is available to all of us. While it's your subconscious mind that deals with pattern recognition, such as spotting lots of cars like yours, it's your super-conscious mind that deals with pre-cognition and inspiration. Many people have experienced receiving insights prior to an event. In its milder form pre-cognition is a hunch; when full blown it's a complete vision of what to do, where to go, and how to proceed. To access your super-conscious mind, just like your subconscious, all you need do is command it through thinking the right thoughts.

“I learnt that nothing is impossible when we follow our inner guidance, even when its direction may threaten us by reversing our usual logic”

Gerald Jampolsky

As above, so below

Your subconscious, super-conscious, and Universe are totally impervious to your wishes – they simply respond to your energetic intention.

The thoughts that you think trigger emotions and chemical messages that together affect the very cells of your being. Thereby your physical body becomes encoded with the vibration of your mind/emotions and continues to generate that energy like a charged battery. Every living thing has an electromagnetic field that is constantly changing, transmitting its energy and attracting back in like manner.

Some people new to the philosophy of positive thinking and goal setting become disheartened if they don't see immediate results in their lives. It is important to remember, however, that it is not just the mind and emotions, but also the entire body that transmits energy and creates our reality. Only by 'maintaining a positive focus' over a period of time are you able to shift any negative vibration and create a new dominant energy and attraction, hence drawing new people, situations and experiences into your life.

So often people approach a situation thinking positively, but driven by negative fear energy that is actually much stronger. Typically it will be fear of loss, such as loss of liberty, loss of possession, loss of opportunity. Acting out of fear, but thinking positively about it, sets up a duel and conflicting energy that attracts both negative and positive into your life.

To ensure that you are creating a positive aligned energy that will move you towards your goals, climb the next rung on the LIFT Ladder by asking yourself the key question, **“What's my motivating energy? Am I operating out of fear or love – is my focus on what's right or wrong, the problem or the solution?”**

“Our attitudes control our lives. Attitudes are a secret power working 24 hours a day, for good or bad. It is of paramount importance that we know how to harness and control this great force”

Tom Blandi

Principle 7 – Involve to evolve

We live in an age of great networks, associations and freedom of information. Use them, and contribute to them.

The seventh and last rung on the LIFT Ladder centres on considering other people when evaluating opportunities, searching for answers and making decisions about life direction and goals. As with the other six principles, this principle has many aspects and can be applied in several ways. Firstly by asking the question, **“Whom do I know that could help me with this decision, overcome this challenge, or achieve this goal?”**

It has never been easier to benefit from the knowledge, experience and wisdom accumulated by someone else. More books are now available giving specialist advice, more experts offer professional services and more people have access to the Internet and its vast wealth of information than ever before. A virtual world of knowledge spanning the history of humanity is readily available at the nearest on-line computer or library.

In addition to these channels of information, the principle, being multidimensional, also refers to Involving or turning within yourself in order to Evolve or elevate your understanding by accessing your own inner wisdom.

Try this experience. Sit silently by yourself, holding your objective or challenge in mind and maintain a positive focus. Keep an upright posture with a straight back and rhythmic breathing – in through the nose right down to the stomach, before exhaling out through your mouth. After one minute of breathing, push the tip of your tongue up to the roof of your mouth. This will help to activate your right-brain and super-conscious mind.

In this mental state, you are opening your mind to your own inner wisdom and higher guidance, and should start to receive answers, insights and ideas. In addition, many people benefit from imagining that they have a team of advisers, sometimes comprising famous people from history, who help them reach decisions and find answers.

As a final point and question on this principle, ask yourself, **“If I make this decision, go down this path, take this opportunity, or pursue this goal, how will it affect those people who I am already involved with, such as family, friends and colleagues?”**

Whether you apply these principles as a solution-generator for specific situations, or as a guide to your ways of being spanning a lifetime, the seven principles themselves – **raise your awareness, develop possibility consciousness, find balance, be on purpose, become fully response-able, maintain a positive focus and involve to evolve** – stand like timeless guides pointing the way to success.

**“Ask and you will receive. Seek and you will find.
Knock and the door will be opened to you”**

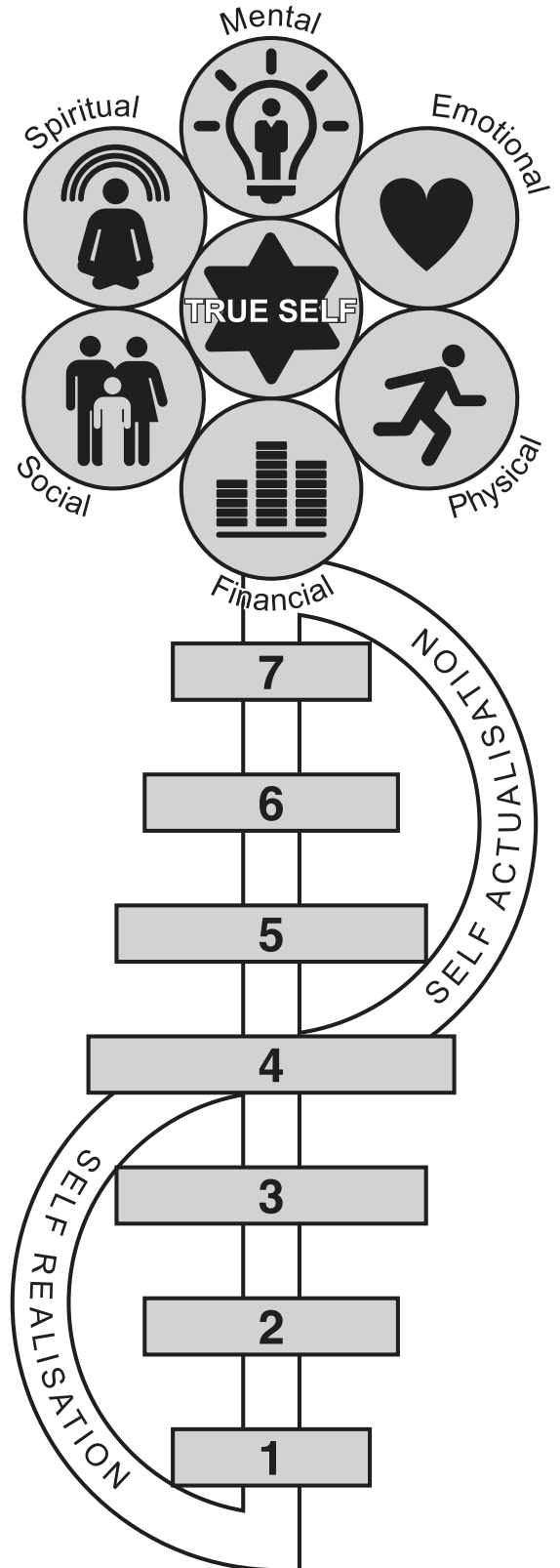
Matthew 7:7

Principle 7 – Involve to evolve

In any situation the 7 Principles of LIFT can be applied as questions to check alignment and find solutions. The seven principles below are focussed to help you achieve your goals.

1. What is my heartfelt goal?
2. Do I believe it is possible to achieve it?
3. Will this goal support me in achieving a greater life balance?
4. What is my true purpose in achieving my goal?
5. Am I being 100% responsible for achieving this goal?
Do I own it?
6. Am I focussed on all the reasons why 'I can',
or 'I can't' achieve it?
7. What is my intention (choice) now?

- 7
- 6
- 5
- 4
- 3
- 2
- 1



The 7 Fundamental Laws for Success

Law 1. Believe in yourself and your goal

Your beliefs, the things you have decided are true and no longer question, are like **permanent commands** to your subconscious mind. And the strength of your beliefs will determine the strength of the command you send. The more you work with your Goal Map and imagine yourself achieving your goals, the more you'll build your belief and the more powerfully your subconscious will work with you to achieve your goals.

Law 2. Make your goals purely personal

The process of goal setting centres on **you** commanding your subconscious with your desired objectives. This means that in truth **you** are the only person who can choose and for whom you set your goals. You cannot set goals for, or about, anyone else. Even collective goals require each person must sign up individually. We all have our own free will, we all create and live our own lives, we all have our own subconscious autopilot and we are all personally responsible for commands we give to it.

Law 3. Balance your goals

To be truly successful, we need to be happy with ourselves, have peace of mind and an experience of abundance. In this way we become **whole** and act at our best. Happiness and peace of mind come from living a balanced life and a balanced life is achieved through setting a balance of goals. Set goals covering a spread of areas in your life such as: **personal, family, wellbeing, career, social, adventure, and finance.**

Law 4. Live in the moment

Everything that happens in life happens in the moment of **now**. All of your memories were once **now-moments**, and your future is **now-moments** still to come. It is important to think about the past to learn from our experiences. Likewise it is vital to visualise the future as that is the first step towards creating it. But we must **live** and be fully conscious in the now. It's by fully living in the **now** that we create more great memories and hold a vision of hope for our future.

Law 5. State your goals in the present tense

Your subconscious always lives in the moment of now, which means that the only goal-commands it really understands are those that are stated in **present tense**. Stating a goal in present tense, **as if you already have it**, allows you to connect fully with your subconscious and your goal. Imagining that you have your goal now – what it looks like, sounds like, feels like – sends a much stronger command to your subconscious.

Law 6. Make your goals purely positive

Make sure that the goal-command you send to your subconscious is **purely positive**. This may sound obvious, but it is amazing how many people state negative goals. If you set a goal such as **"I don't want to be sad"** or **"I don't want to smoke any more"** your subconscious will not acknowledge the **don't** in your statement and simply give you more sadness and smoking. State your goals in the positive by getting a clear picture of what you actually want, like **"I am happy"**, **"I am healthy"** or **"I am free."**

Law 7. Allow for lag time

Setting a goal is like firing an arrow: the greater the goal, the longer the arrow will take to reach the target. The first step in firing an arrow is to identify your target, **know what you want**. Next, muster your strength to draw your bow and **create a powerful positive picture** of what you want. Finally, release your arrow and allow for lag time. Lag time is the time that it takes for your arrow to reach the target, it's the time it takes for your goals to become realities.

The 7 Empowering Questions

To live your dream life you must first have a dream. And learning what you really want is one of the most important lessons in life. The questions below are designed to help you become clearer about 'that thing that makes your heart sing'. Give quick snap answers, trust, and write down the first thought that comes to your mind. Keep your answers short and precise – and spend no more than 30 seconds on each question.

1. If you won £1 million pounds on the lottery what would you do differently in your life?

2. If you only had six months to live, but could live in perfect health for this period, what would you do differently with your time?

3. What have you always wanted to do, but have maybe been afraid to attempt?

4. If you could be granted any one skill or ability what would you choose?

5. What gives you the greatest feelings of pleasure and satisfaction?

6. What legacy would you like to leave: how do you want to be remembered?

7. What one great achievement would you dare to dream for yourself, if you knew you were guaranteed success?

Look again at your answers. Ask yourself, **“Is my life, and the way I am living it, in harmony with my answers?”**

There is a simple and ancient truth: **nobody ever became truly successful by doing something that he or she didn't enjoy.** Find that thing that makes your heart sing and then find a way to work within it.

**“It is strange that though all must tread the path of life,
so few know whither they are going”**

Dr Pierre Schmidt

A personal story of success

Jess's story

At the time of creating my first Goal Map, I had just moved house from the North of England to the South and money was a little tight to say the least. The difference in the cost of living was taking its toll and the famous saying, "Plenty of month left at the end of the money," was certainly true for me. Since that time things have changed dramatically. To tell my story, I would like to focus on one main area of my map, it would be great to be able to tell you the steps that I planned and actioned to achieve my goal, however, the truth is – I am not really sure how it all happened: 'it just did'.

All my life my parents have been the rock by my side through good and bad and I love them very dearly. At the time of drawing my Goal Map my Dad was about to take early retirement and my parents were looking forward to spending some quality time together. The one downside was accepting a reduced pension, making life a little tight. However, they decided the benefits of time together were worth it. Facing this decision made me feel a little sad. My parents worked hard all their life, and here they were entering their quality years needing to watch every penny.

My Goal Map shows a picture of my Mum and Dad with a double-headed arrow and a £. This signifies that if I was on the right track to achieve my goals in 2009, then along the way I would also be in a position to help my parents enjoy their retirement a little better.

A thought came to me that if I bought a 2nd flat, my parents could sell their house and invest the money. This seemed like a great plan with one small hitch – I did not have any spare money! And here is where the 'spooky' stuff starts – three weeks after creating my Goal Map I was offered a promotion. Out of the blue my financial situation improved. We all got excited, my parents started looking at flats – however, my increase in salary was still not quite enough to finance a 2nd property. However, not to be deterred and still really believing in my goal, we continued trusting that the answer was out there somewhere. Then it happened, I was offered a position with one of the top ten companies in the world.

On June 3rd 2001, I picked up the keys to the flat for my parents and they are now looking forward to the retirement of their dreams. I'm still not sure how it all came together. I only know it feels great to be able to help someone else – whilst planning for my own future. I have also achieved many of the other goals on my Map and trust that I am on track for 2009.

Had I not had my Goal Map in front of me every morning for the last 18 months, maybe none of the above would have happened? I'm so glad that I didn't leave it to chance...

Jess

20th August 2001

**"You cannot hold a torch to light another's path
without brightening your own"**

Author Unknown

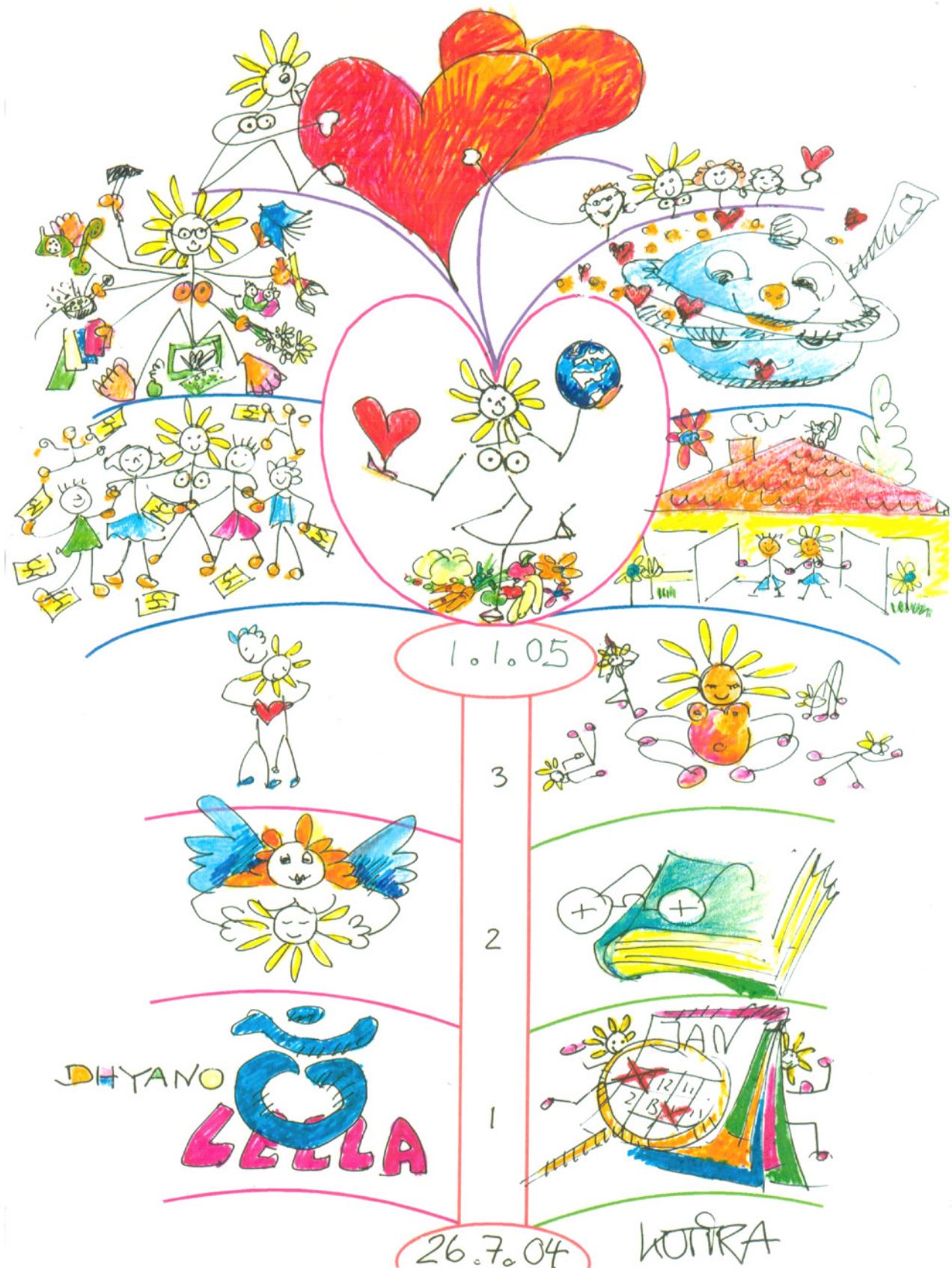
Example Goal Map

Example Goal Map by Jess Davis. Focussing on helping her parents in their retirement.



Example Goal Map

Goal Map by Kottira. Focusing on wellbeing and life balance.



The 7 Steps of Goal Mapping

Before starting your Goal Map, make sure you have everything you will need. This will include: both the left and right-brain Goal Mapping Templates, which can either be found in the back of this book (pages 44 and 45) or downloaded free from www.GoalMapping.com. In addition you will benefit from some coloured pens, pencil and rubber, some relaxing music if you like and at least 40-60 minutes of quality quiet time in a space where you won't be disturbed.

For your first Goal Map I always recommend using the Goal Map templates as it will help you keep to – and learn – the structure. In the future you may choose to use just a blank sheet of paper or card.

“The process of creation starts with a thought – an idea, conception, visualisation. Everything that you see was once someone's idea. Nothing exists in your world that did not first exist as pure thought”

Neale Donald Walsh

Step 1: Dream – What goals do you want to achieve?

Relax. Let your mind flow freely.

Sit in a comfortable upright position with your back straight and your bum pushed against the rear of the seat. Put your feet flat on the floor, with your hands in your lap, palms up. Take a deep breath in through your nose and then, without letting it go, inhale again a second time, so that your breath goes all the way down to your stomach; wait a moment, before breathing out slowly through your mouth, while saying to yourself three times the word **'RELAX'**.

Now take two deep breaths as before, in through your nose, then slowly out through your mouth, this time saying the words, **'I AM'**, three times to yourself. Once more now, two deep breaths in, right down to your stomach, before breathing out while saying **'WITHIN'**, three times. **RELAX – I AM – WITHIN.**

It's a very safe and pleasant feeling to be completely relaxed. Give yourself permission now to relax completely allowing yourself to become more and more gently relaxed as we continue.

Now, lightly push the tip of your tongue against the roof of your mouth for a moment and imagine yourself strolling along a beautiful sandy sea shore. A clear blue sky is above you, with just a few white fluffy clouds. Trees gently sway in a warm summer breeze, waves softly ripple against the shoreline and you feel the texture of the wet sand as it squishes up between your toes.

As you walk along this safe and relaxing place, your attention is suddenly drawn to a small blue bottle poking up slightly above the sand. When you pick up the bottle the top comes open, and to your amazement there appears a large blue shining-eyed genie.

The genie says; 'Your wish is my command. Any 'thing' that you truly desire I will grant. Any 'thought' that you hold in your heart I will help you achieve'.

I want you now to take yourself forward in time knowing you have the power to create your life exactly as you would choose it to be.

What does success look like for you?

What are some of the important areas of your life?

What are the major activities that make up your day?

What type of home are you living in and where is it?

What style of car do you drive?

What kind of work do you choose?

Who are the people around you?

Really get in touch with your picture and then notice how it feels to be living your life at your best.

Who are you being as a person? What are some of the major emotions and qualities you experience when imagining yourself achieve your dreams? See all the sights. Hear all the sounds. Feel all the feelings and remember the key principle of conscious creation; 'Whatever you can **conceive** and **believe**, you can work towards and ultimately **achieve**'.

Close your eyes to visualise for a moment and when you are ready, return to the present, bringing with you any insight, intention, or desire that empowers you.

Please use the visualisation exercise above before going further.

Now quickly capture your insights in the spaces below. Use short statements. Just the essence for now, even a single **key word** will do: you can add more detail later.

My vision for my future is:

- 1
- 2
- 3
- 4
- 5
- 6
- 7

“We grow through our dreams. All great men and women are dreamers. Some, however, allow their dreams to die. You should nurse your dreams and protect them through bad times and tough times to the sunshine and light which always come.”

Woodrow Wilson

Step 2: Order – What’s your priority goal?

The first step, **Dream**, involved thinking with your right-brain so as to create a vision of your future. Now it’s time for the second step – **Order**, which requires you to action your left-brain and work out which of your goals is most important.

Often people will say that they want all of their goals equally – that they are all really important. And this may well be true. Experience shows, however, that there is always one goal that, when achieved, automatically helps towards the achievement of the others.

A simplistic example of this may be that your goals are:

1. **To go on a dream holiday**
2. **To gain a promotion in your work**
3. **To move to a bigger home**

In this example ‘the promotion’ would become your ‘main goal’, as its achievement would most likely supply the resources to enable the other two goals to be reached. The above is just an example and the situation will be slightly different for everyone, but it does represent the essence of the principle. Another common example comes from Goal Mapping sessions with students, where they realise that their education is the ‘main goal’ that helps them to get the job of their choice and the life-style they desire.

Ask yourself this question now, “Which one of my goals when achieved will automatically help me to achieve the others?”

Once you’ve decided, use the left-brain Goal Mapping template and write your goal in the central box marked ‘Main Goal’. Use a maximum of ten words making sure you state your goal in alignment with the ‘Fundamental Laws of Creation’, i.e. writing in **Positive, Personal, and Present** tense – **I am, I have, I earn, I own, etc.**

There is power in essence. Wisdom does not include waffle. Work to reduce your goal statement to as few words as possible and you will find the absolute core of your intention and thereby be more able to internalise it.

Complete this first part now!

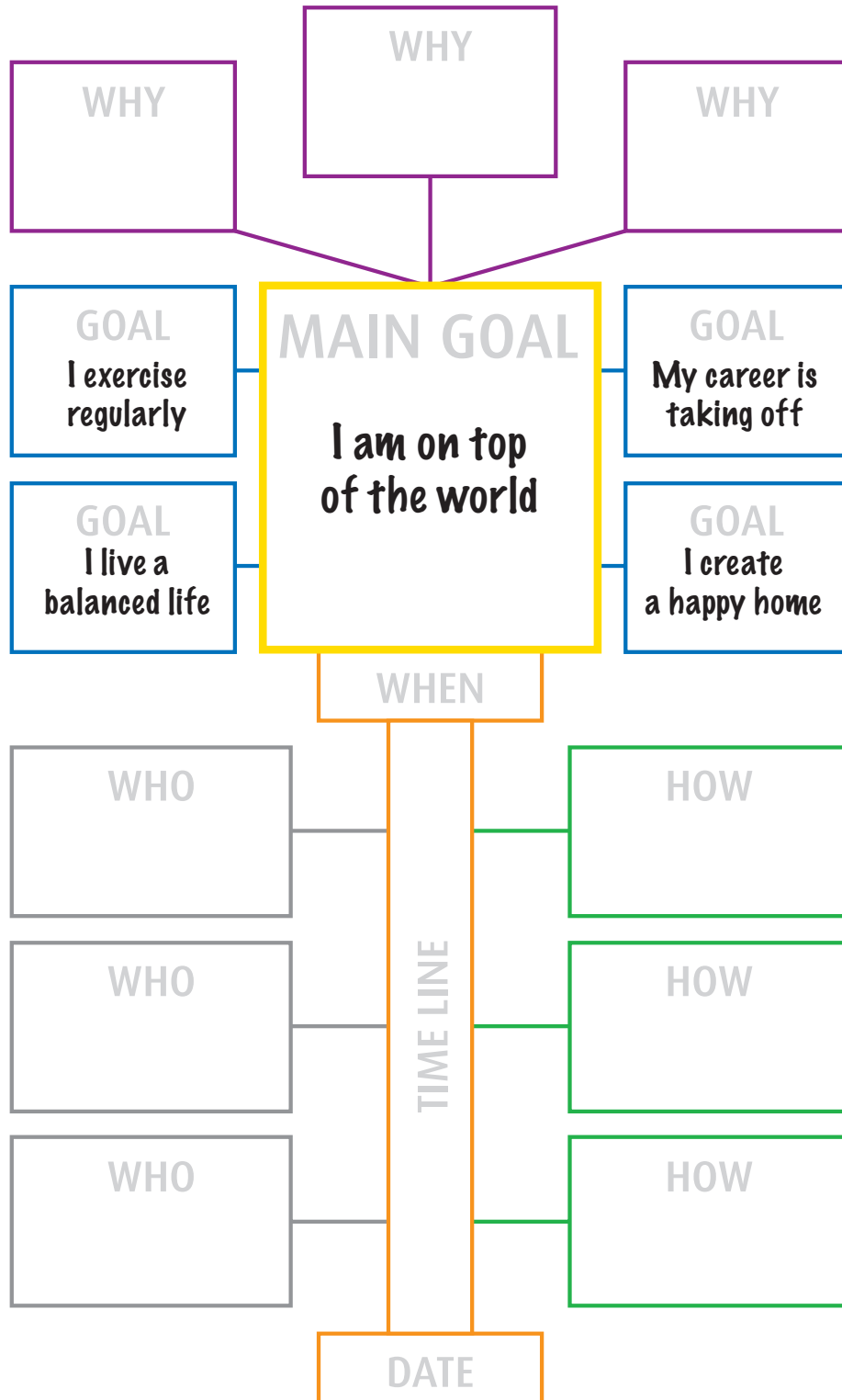
Next, select four more goals from your list. Ideally, for balance, it’s good to choose a spread of goals that cover different areas of your life – such as health, wealth, adventure, work or home. Place one goal in each of the boxes marked ‘Goal,’ which are positioned on either side of your central ‘Main Goal’ box. As before, write them in **Positive, Personal, and Present** tense, with a maximum of ten words on each, as in the example on the following page.

You can have as many goals as you desire. It’s only for the purpose of teaching the Goal Mapping technique that I suggest you keep to five. Adding other goals to your existing Map and creating project or life-area-specific Goal Maps will be covered later in this workbook.

**“Things which matter most must never be
at the mercy of things that matter least”**

Goethe

Partially completed left-brain Goal Map example using WORDS



“Let all things be done decently and in order”

Corinthians 14.40

Step 3: Draw – What do your goals look like?

Once you have completed step two by placing your goals in the boxes, it's time to engage in step three and Draw. Turn your left-brain written statements into right-brain visual imagery.

Some people feel awkward at this point because they have a limiting belief about their ability to draw. The truth is that all of us can draw; it's just that some people are more practised and better at it than others.

Your Goal Map doesn't necessarily have to be fine art. You can achieve just as much power using simple stick men – or even shapes and symbols such as † € & @ £ =

“A picture is worth a thousand words”

Author Unknown

A symbol conveys more meaning than the image alone represents. For instance, a cross is just two straight lines but is pregnant with meaning. Likewise, a swastika is also just a few straight lines and also communicates a world of meaning.

Here's the really great news; nobody else needs to be able to understand what your drawing means. You are the only person who needs to know what goals your imagery represents.

Drawing is the language of the right-brain and your right-brain has the main connection to your subconscious. Remember, the effectiveness of any type of intention-setting is to get your goals registered with your subconscious autopilot. And it's for this reason that the drawing aspect is vitally important. Please don't use clip-art or cut out pictures from a magazine. They may look more artistically pleasing, but they will not create the same amount of power because they haven't been drawn by you and therefore have not activated your right-brain in the same way.

Goal Mapping requires you to do the drawing yourself, whatever it looks like, because it is a communication system between you and your subconscious, It is the effort, and concentration of thinking about your pictures or symbols that creates the impact and connection with your subconscious, and the content of your Goal Map becomes your main command or message.

Start **now** by drawing a picture or symbol of your 'Main Goal' in the centre space on your right-brain Goal Mapping Template. If you want to use a completely blank sheet of paper or card, make sure you leave room at the top and bottom for the other steps still to come.

Next draw in your Goals on the branches either side of your Main Goal, as in the example Goal Map on the following page. You may want to begin your drawing in pencil, but please use as much colour as possible afterwards because colour carries a much stronger vibration and is an excellent right-brain stimulant.

“Without vision the people perish”

Solomon

Partially completed right-brain Goal Map example using PICTURES



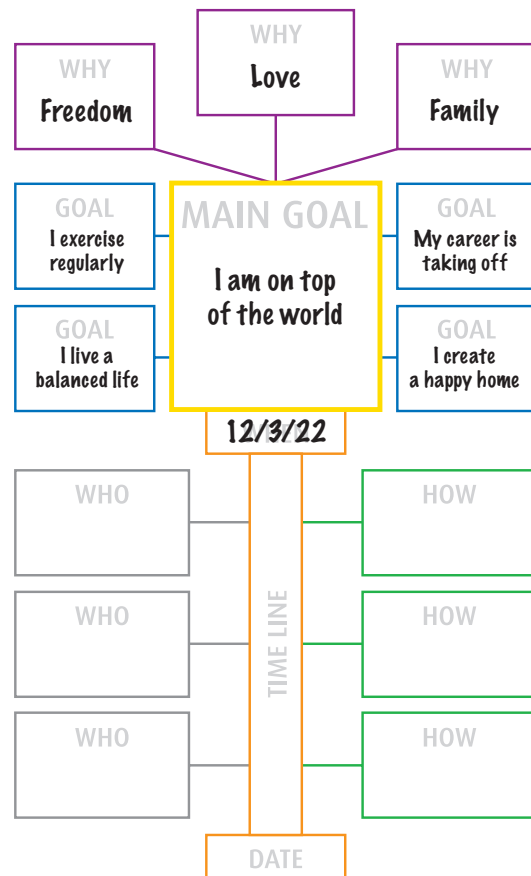
Step 4: Why – Why do you want your goals?

Goals are simply thoughts that are captured and held onto. What makes a thought powerful is the emotion attached to it. And, in like manner, step four(**Why**) is centred on identifying your most powerful emotional reasons for achieving your goals.

Needs are logical, but desires are emotional and once again emotion is a right-brain activity that helps to command your subconscious. What are your three main emotional reasons for **why** you want to achieve your goals? Maybe, as in the example Goal Map below, you want a greater level of freedom – the freedom to do what you want, when you want, as much as you want. Love is one of the most powerful of emotional motivators and perhaps you desire your goals because of the difference they will bring to somebody else’s life as well as your own, such as to your partner or family.

Whatever your reasons are, they will be unique and special to you. Once you know what they are, state them in the three top boxes of your left-brain template, and then draw them on the three top lines of your right-brain template, using pictures or symbols and lots of colour as before.

If you find yourself blocked at this point, take a few moments now to reconnect with your vision of yourself living your ideal day, having already achieved your goals and notice how it feels. Becoming clear about your strongest emotional motivating reasons is really important as you can achieve almost any **what** when you have a strong enough **why**.



“The heart has its reasons, which reason knows not of”

Pascal

Step 5: When – When will you achieve your goals?

So far the steps you have taken have caused you to work with both your left and your right-brain. You started with Dream and the activation of your right-brain, then Order which caused you to work with your left-brain, then back again to your right-brain for Draw and Why. Now, in step five (**When**) you will need to work with both sides of your brain to choose an achievement date for your 'Main Goal'.

Because there are so many uncertainties in life, there is only so far you can go in trying to use your left-brain logically to calculate an achievement date, as none of us can be absolutely sure what lies ahead. After you've evaluated a date that makes logical sense, access your right-brain to check if it feels right.

Concentrate on a date for your Main Goal only, as by its achievement the others are helped into place and once you have a date that you are happy with, write it in the small circle just below your 'Main Goal'. Now write today's date in the small circle at the bottom of the page.

The parallel lines between the two circles now act as the trunk of your Goal Map, ready to hang steps six and seven on. The trunk also serves as a 'time line' between your start date and achievement date and many people find it beneficial to divide this 'time line' into equal sections representing the length of time, in weeks, months, or years, leading to their goal. Make sure that you write in the dates on both your left and right-brain templates.



“No army can withstand the strength of an idea whose time has come”

Victor Hugo

Step 6: How – How will you achieve your goals?

Step six (**How**) now requires you to work with your left-brain again and begin identifying some of the **actions** you will need to take in order to achieve your goals. Are there new skills you will need to learn?

- | | | |
|--------------------------|--------------------------|---------------------------|
| Will you need to: | Gain information? | Schedule time out? |
| Book a course? | Gather resources? | Save money? |

“Life is a unique combination of ‘what to’ and ‘how to’, and we need to give equal attention to both”

Jim Rohn

Always place the action you can take first on the bottom branch and add the others, moving up towards your goals. Once again write statements in the boxes marked How on your left-brain template and representational pictures or symbols on the corresponding branches of your right-brain template.

The Goal Mapping templates are designed to capture only your three main actions or Hows but the next chapter will explain how you can add more and more detail.



“A journey of a thousand miles must begin with a single step”

Lao Tsu

Step 7: Who – Whose help will you require to achieve your goals?

To achieve a goal of any real value will normally require advice or assistance from someone else. Many people we already know can be great supporters or role models. Some coaches don't even have to be experienced in the area of your goal, as they can be of service by simply offering encouragement and support and asking good questions.

Look again now at your goals and the steps that you have decided to take. Identify who could help you to achieve each of the actions you have stated. If you need to raise money for your goal, it may be a banker or grant advisor; or maybe you will need the assistance of your boss or a work colleague.

Perhaps it is simply your name that will appear on the branch. If this is the case, consider which particular qualities of character, or ways of Being that would best serve you in the attainment of your goals, such as being focussed or committed.

Once you have identified some of the people whose help you would like, write their names in the boxes marked **Why** on your left-brain Goal Map, and then draw pictures or symbols to represent them on the branches of your right-brain Map.

Place the names on branches directly opposite the skill or action that they relate to. If it is a particular piece of advice or information that you require, but don't know whom to ask, then simply draw a picture or symbol that represents that advice and trust that, when the time is right, your subconscious will arrange for you to meet that person or organisation or for you to come into contact with the information that can help you.



“It takes a lot of courage to show your dreams to someone else”

Erma Bombeck

The Goal Mapping Ritual

Sign it – Make a commitment

Congratulations! You have almost completed your Goal Map. There is just one thing left to do now and that is to sign it. Important documents always require a signature and your Goal Map may be one of your most important documents ever. So sign it with pride and, as you give it your signature, give it your commitment also. After all, isn't that what your signature is – the mark of your commitment.

“True commitment is doing the thing that you said you would do, long after the mood in which you said it in has left you”

George Zaluki

See it – Visualise your Goal Map

Please place your finished Goal Map somewhere that you will see it everyday. This will ensure that your subconscious is regularly reminded of what you choose. One of the best places is by your bed. It will be a reminder just before you go to sleep and again when you awake in the mornings. These are the best times to look at your Goal Map as the connection to your subconscious is as much as a hundred times greater than it is at midday.

“The task before us is to silence the negative and the ‘I can’t’ and to build the ‘I can’”

Jack Black

Say it – Affirm your Goal Map

Drawing your Goal Map holds your thought and creates the initial power, while viewing or visualising your Map increases it further and the next step in the daily Goal Mapping ritual is to say or affirm it, which raises energy even higher. By repeatedly affirming your goal in the form of a Mantra, i.e. stating your goals out loud in personal, positive and present terms, you build the energy. And if you do this at the same time as visualising your Goal Map, the effect is even stronger.

“We are what we repeatedly do. Excellence, then, is not an act, but a habit”

Aristotle

Feel it – Feeling the future

To raise the energy of your Map and ability to achieve still further, while seeing it and saying it, make sure that you also really feel it. Emotion adds energy – it empowers both thought and language. Whether in visualisation or affirmation, your emotion builds yet another level of power to your thought command and energises your intention to a higher state of actualisation. Sit quietly for just a few moments every morning, visualise your Goal Map, breath in deep through your nose, capture the feelings of having achieved them, then breath out through your mouth whilst stating your goals aloud.

“To learn anything fast and effectively, you’ve to see it, hear it and feel it”

Tony Stockwell

Focussing your Goal Map

Setting goals should never be just a one-off act – it is an ongoing activity that develops into a habit. In like manner, the Goal Mapping system is designed to serve you throughout your life in all its different areas.

Consider creating specific Goal Maps focused on just one area of your life with the main goal centred on creating greater Health and Wellbeing, Career Development, or Financial Freedom. Or maybe create a Goal Map to help you with a particular project.

Adding detail

If you want to add more goals or detail to your existing Goal Map, but don't have sufficient space, simply add another sheet of paper to the top or side of your Goal Map and extend any of the branches onto it. This allows you to develop in detail any **actions** leading to your **main goal**.

Goal challenge

Please accept the following challenge as a way of increasing your personal power. The challenge is to think positively about your goals for the next 21 days. Review your Goal Map, following the Goal Mapping Ritual of See it, Say it, and Feel it for the next 21 days and you will not only hold a positive vision of your future, but empower yourself to another level of success entirely.

It has been a pleasure sharing these thoughts and success principles with you.

Thank you for your attention. May you receive all the future success that you are prepared to believe in and work for and live a full rewarding life of peace, happiness and abundance.



“The future is not some place we are going, but one we are creating. The paths are not to be found, but made. And the activity of making them changes both the maker and their destination”

John Schaar

Resources

Download free Goal Mapping templates from www.GoalMapping.com

Related Titles

Goal Mapping – by Brian Mayne (Watkins, 2006)

Goal Mapping is a practical handbook that trains you in a highly original system for achievement and shows you how to apply it to any objective or goal. Whatever your dream, Goal Mapping can help you achieve it.

Sam The Magic Genie – by Brian Mayne (Vermilion, 2002)

The story centres on a young boy who is visited one night by a magical genie called Sam who represents his subconscious. Together they go on an adventure exploring the world of thoughts and how they turn into feelings and things.

The 7 Magic Keys for Success – by Brian Mayne

This is ideal for children aged ten years and above, although some teachers cover the basics with children as young as six. It can be taught as a single short overview lesson or as a full course spread over a nine-week period, and is available for both teachers and parents. This programme includes the 7 Magic Keys for Success Students Workbook.

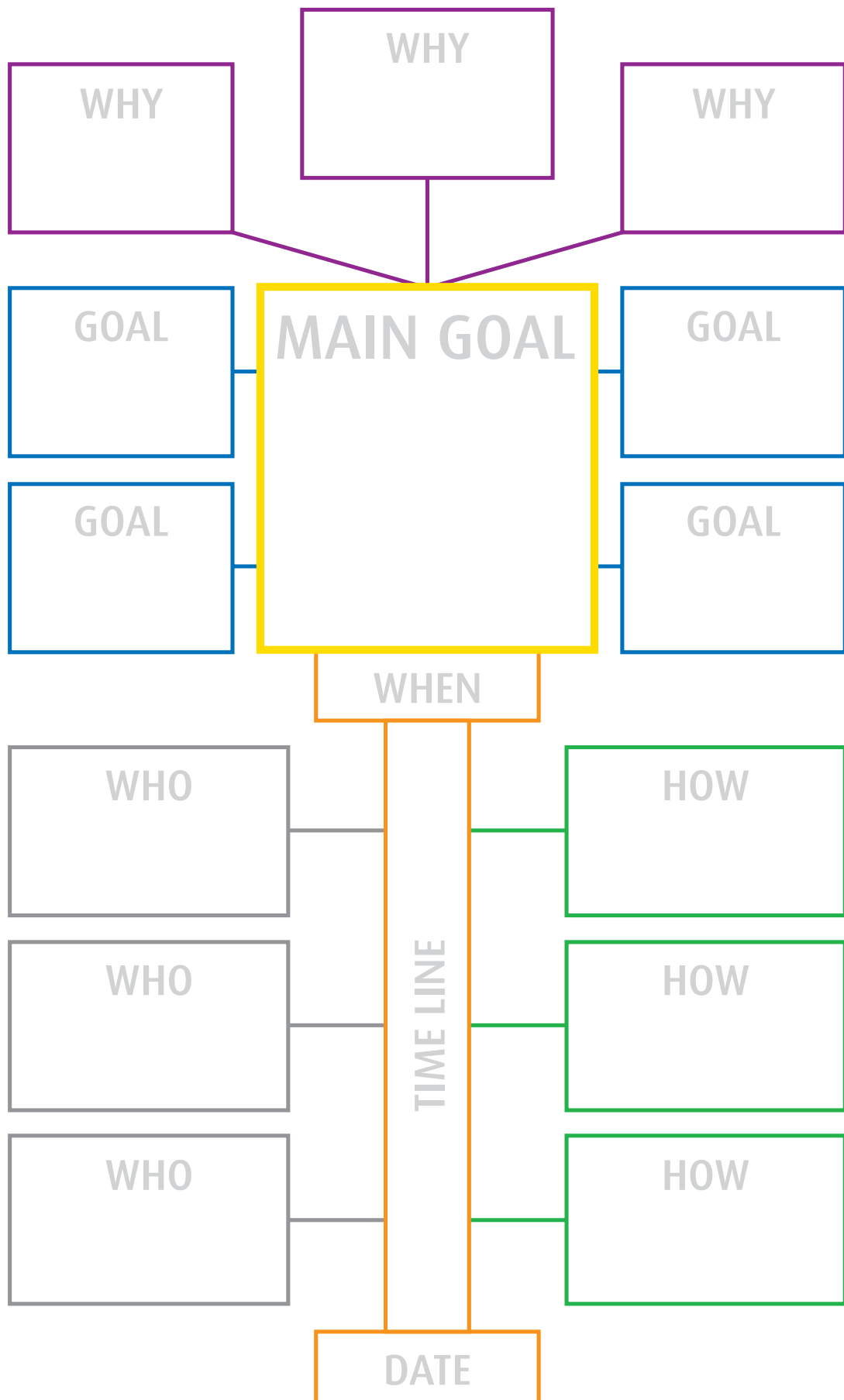
Life Mapping – Brian and Sangeeta Mayne (Vermilion, 2002)

Life Mapping is the sister technique to Goal Mapping and follows the same basic principles of left-brain words and right-brain pictures, only instead of being focused on the achievement of 'things' Life Mapping is dedicated to helping you develop empowering 'qualities of character'. Together the two techniques cover the fundamental success principle of Be-Do-Have: Be your best in your self, which will naturally lead you to Do your best work, and Have your best results.

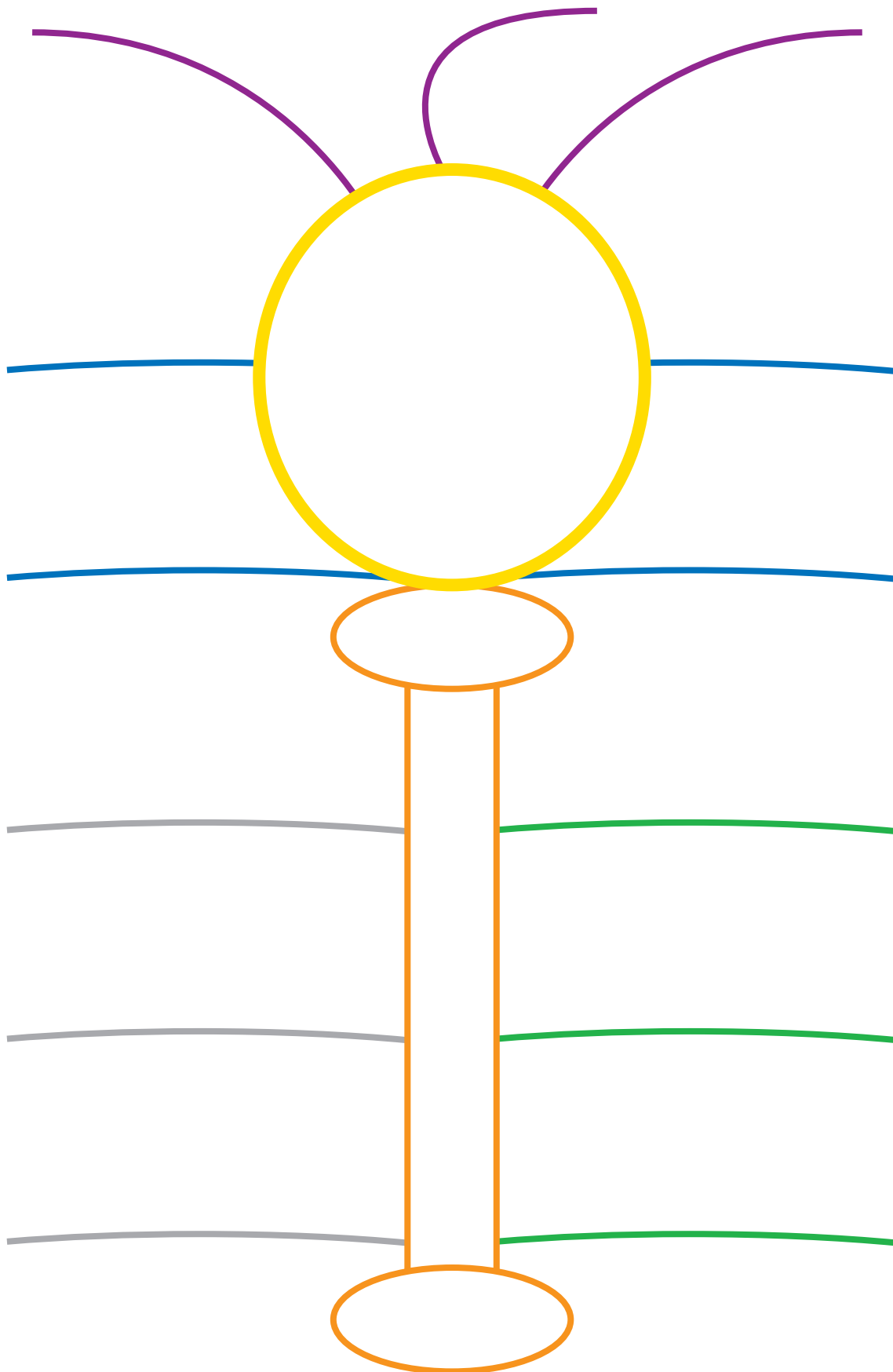
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Left-brain Goal Mapping template for words



Right-brain Goal Mapping template for pictures







Left-brain Goal Mapping template for words



LINE



Goal Mapping Guided Workbook

Learn more about Goal Mapping at www.GoalMapping.com