



Create your Gutsy Breakthrough Goals

Your Effective Game Plan

This is about setting the direction in your life. Where you are leading, not being led. Consistently looking for career opportunities to grow.

- CLARITY: Get crystal clear on what you want.
- INTENTION: Create your higher-level goals / priorities.
- ROADMAP: Create your strategy to achieve them.
- ACTION: Create an Action Plan to implement.
- SYSTEMATIZE: Create Structures to support your goals.
- REFLECT: Review and Reflect, Follow your gut daily.

Your Vision + Beliefs + Action change the world.

Goal Setting

You begin to pursue your vision by creating clear, measurable and specific goals. The key aspect of career goal setting is focused on two questions: **How much leadership do I want and by when?**

What makes my goals real?

1. It must be specific and measurable.
2. It must be believable to you.
3. It must be communicated to others.
4. It must have a time limit.
5. Internal and external roadblocks are accepted as a natural part of the journey and are dealt with positively. In other words, expect them and embrace the obstacles.

What supports a goal becoming a reality?

- Visualization – Keeps a goal front of mind.
- Affirmations – Present-tense affirmations will help create an image of the desired result.
- Repetition – Written down and posted where you can see and review regularly.
- Share – By sharing goals with those who care about you, you clarify your vision and energetically position yourself to receive.
- Considerations – Obstacles, Roadblocks, Fear – Allows you to plan and stay on track. An idea about what might get in the way. Just know they're coming, you will weather them and keep moving – no matter what. ☺

How Much, By When?

The first thing we are going to do is set measurable goals. For each one, write down your goal in a way that is measurable, so that if someone outside were observing you, they would know you had accomplished the goal. In other words, you want to write it in such a way that anyone can show up and measure it. If you were trying to lose 50 pounds by August 1, 2015 – you would have your partner show up, pull out the scale and weigh you on that date. This is measurable and a no brainer to prove.

Suppose your desire was to be happy and your goals were to swim and laugh out loud at least once a week for a month, because those things are what make you happy. Your roommate would be able to quantify that and pass/fail you on that goal just by checking a little calendar up on the refrigerator each night, right? ☺

A goal is short, specific and measurable and has a time limit or date by when. It also should be easy enough for a seven-year old to understand. If it's too complicated and wordy, don't even bother – your subconscious doesn't know what to do with that. This process is activating your subconscious to align with your consciousness. That's how your divine spirit breaks through and challenges your brain, which is a goal-seeking organ, to figure out what needs to happen to get there. That's when you attract what you want.

Desire: “I would like to own a nice home on the ocean someday,” is a desire, but it is not yet stated as a goal, which includes how much and by when.

Here is the same statement stated as a goal: “I will own a 2,000 square foot house in Santa Barbara, California, by noon, April 30, 2015.

Whenever you set a goal, set a minimum goal, but also keep in mind a target and an outrageous goal such as:

- **Minimum Goal** – “I will own a 2000 square foot house in Santa Barbara, California, by noon, April 30, 2015.”
- **Target** – “I will own a 3000 square foot house in Santa Barbara, California, by noon, April 30, 2015.”
- **Outrageous** – “I will own a 6000 square foot house in Santa Barbara, California, by noon, April 30, 2015.”

An outrageous goal is something that would just blow your mind if you achieved it. Something that feels like “Well I/we could never do that.” The idea is that you are almost guaranteed to reach your minimum, your minimum gets results and you no longer feel like you can't do it. Your target is within your capabilities. And then you have your outrageous goal. You see, what happens is that most people will start with the minimum, and then they get motivated and strive for the target and outrageous. This system helps you build momentum.

Take one of your breakthrough goals you completed early on in the program and set a Minimum, Target and Outrageous level version of it (Low, Medium, High).

Write your goals down here and on index cards. Read them 3x every day. This increases the chances of you achieving exponentially. What do you want to accomplish in 3 to 6 months?

Goal <i>Stretch yourself but don't freeze yourself with too big of a goal, or you will set yourself up to fail.</i>	How Much, By When?	Why Important? What's the Benefit?	Where Have you been Stuck?
Minimum Goal:			
Target Goal:			
Outrageous Goal:			

What are your Process Goals?

There are two types of goals, Process Goals and Results Goals. Results goal is the end result of what you want to achieve, and a process goal is what you will do to get to your results goal. You have already stated your Results goals above.

For Example:

- Results Goal: To Weigh XXX by December 31, 2015
- Process Goal: I will exercise a minimum of 1 hour a day 5 times a week.
- Process Goal: I will follow a clearly designed meal plan 6 days a week with one 'cheat day' each week.

Now outline your Process Goals for each Result Goal above.

Great! Now set aside some time to draft a 12-week year, choosing specific weeks you will set out to action your process goals. Create a plan for success: build your 12-week year.

A 12-week year is a time management approach where 12-weeks are treated as a year and each week as a month. It helps you mark critical activity to achieve a career goal in a span of 12-weeks.

You are not adding tactics on the fly week to week and all key activity is stated up front in a 12-week plan.

The effectiveness of this plan is based on the mindset that you are more likely to execute a written weekly plan than a plan in your head. This then becomes your weekly strategic

blueprint. It also helps you demonstrate your vision when you sit down with your manager to explain how you plan to meet the goals you've set for yourself.

Create your **12** week year

	Activities
Week 1	• • •
Week 2	• • •
Week 3	• • •
Week 4	• • •
Week 5	• • •
Week 6	• • •
Week 7	• • •
Week 8	• • •
Week 9	• • •
Week 10	• • •
Week 11	• • •
Week 12	• • •



MARISA SANTORO, a former Wall Street IT executive and the founder of the career learning platform In Our Shoes (www.InRShoes.com), is a keynote speaker, career coach, corporate leadership trainer, diversity and inclusion consultant, and author of [Own Your Authority](#) (McGraw Hill).

Her expertise in leadership and professional development, as well as effective business communication, has been brought in to support business leaders across clients in diverse industries such as Merck, American Express, UBS, Anheuser-Busch, Allianz Global Investors, Sony Music, S&P Global, Royal Bank of Canada (RBC), New York Council of Nonprofits, Women in Tech International (WITI), Aetna Healthcare, New York University (NYU), NYU Langone Medical Center, New York and New Jersey city governments and many more.

She is a TEDx speaker, and honoree of the Woman of Influence award from New York Business Journal and BizWomen.com for her years of mentoring and coaching midcareer leaders, executives, healthcare professionals, and sales leaders to achieve higher levels of influence.

She also writes a [career column for American City Business Journals](#), covering their how-to career and business strategy sections, with articles published across 44 cities in the United States. Her [TED talk, "Speaking Without Apology,"](#) guides on how to detach from language that feeds into the "Sorry Syndrome" and make subtle tweaks in your speech to springboard you from diluting your value to spotlighting your assets immediately.

She guides professionals how to reclaim their confidence, tap into their instincts and embrace their inner dialogue using proven tactical tools, and strategies in proven step-by-step career leadership programs coaching on ways to authentically build trust as leaders and advance in their careers.

She delivers seminars, workshops, webinars, coaching, microlearning "just in time" modules, and self-paced multimedia courses to fit your organization's training needs. Her work has been integrated to launch Women's Leadership Initiatives, Leadership Academies, Diversity and Inclusion Initiatives, New Hire Programs and used in learning and development programs across government agencies, nonprofits, and organizations in the financial services, health care, real estate, education, and wine sectors.

Prior to any coaching or training program, she delivers a pre-assessment clarity questionnaire to every participant in order to assess where they are struggling in their career, what the pain points are and where they would like to be in their career, in 3, 6, 12 months' time – their breakthrough career goals.

In the world of leadership development, there's no shortage of advice on what to do to drive career success—but very little is said about who to be and listening to your intuition. While leadership skills are important, self-trust is the foundation that great leadership is built upon—and developing it is a deeply personal process. In [Own Your Authority](#), career leadership expert Marisa Santoro provides the knowledge, tools, and insights you need to understand and embrace your authentic personality and trust your intuition.

"This is the heart of increasing confidence in any area," she writes, "taking on risk in small increments, stepping into new territory, facing fears, learning, failing, growing, and circling back to take on more risk that will stretch but not freeze you."

Great leaders communicate clearly, speak up when it matters most, and thrive on taking on measured risks. Through self-awareness, they embrace acts of discomfort every day—all in the name of learning, growing, and achieving higher levels of influence and leadership.

And it all comes with self-trust and confidence.

