



S.E.C.U.R.E. YOUR STRATEGY

As you consider your strategy for reaching your goals, use the acronym—**SECURE**—to help you with the planning process.

State all your positions:

- What is your starting point?
- What is your ending point?
- What steps do you expect to lie between?

Examine all your actions:

- What actions must you take every day to get closer to your goals?

Consider all your options:

- What parts of your strategy are you willing to alter to move forward?

Utilize all your resources:

- What resources do you have at your disposal? List everything you can think of.

Remove all your nonessentials:

- What activities are you currently engaged in that do not contribute to the journey toward your dream?

Embrace all your challenges:

- What problems, obstacles, and failures do you expect to face in your journey?
- What can you do to avoid what may be avoidable?
- What can you do to prepare yourself to meet your challenges?
- What must you do to prepare yourself for failure?

Use your answer to the above questions to write out (1) daily disciples, (2) monthly goals, and (3) a long-term (multiyear) plan. Then follow it. But remember, you *will* have to change it in the coming weeks, months, and years. That's okay. Every time you change it, you're improving it and increasing your chances for success.

“There are only two kinds of plans. Plans that might work and plans that won’t work... You have to take a plan that might work and make it work.” -Wesley Clark

“Those who lose visualize the penalties of failure. Those who win visualize the rewards of success.” -Rob Gilbert

“Each indecision brings its own delays and days are lost lamenting over lost days. What you can do or think you can do, begin it. For boldness has magic, power, and genius in it.” -Goethe

“The secret of getting ahead is getting started. The secret of getting started is breaking your complex, overwhelming tasks into small manageable tasks, and then starting on the first one.” -Mark Twain

“We must look for ways to be an active force in our lives. We must take charge of our own destinies, design a life of substance, and truly begin to live our dreams.” -Les Brown

SETTING S.M.A.R.T. GOALS

As you set goals for the future, make sure that they are **SMART**.

Specific

Measurable

Attainable

Relevant

Time-bound

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| S – Specific | Is the goal specific enough to provide clarity? You need to use as precise language as possible. Avoid generalities. |
| M – Measurable | Is there a clear way to manage the goal and determine success? Make sure to have a gauge for measuring the accomplishment of each objective, goal, and task. |
| A – Attainable | Is the goal truly attainable and achievable? Is it within reach? Is it possible with the resources, abilities, and people that you currently have? Break your goals into bite-sized pieces that are realistically attainable. |
| R – Relevant | Is the goal aligned with your overall purpose and vision? Be sure to not waste your time with projects that matter little. |
| T – Time-bound | Is there a timeline associated with the goal? Have you given yourself a deadline? Put a projected completion date on every task, goal, and major objective. |