

# *The* **GOAL SETTING** *Manual*

Create meaningful and practical  
goals, then achieve them!



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The information contained in this book has been gathered and collated from the experiences of the author. Every effort has been made to make sure the details are accurate. However, they are experiences and by that nature, and the fact that they have been gathered into a book, means that they will be in the past as you read this.

**It is vital that you take this information and check its relevancy to your personal situation and to the environment right now. We have been through the most unprecedented experience in the history of the world and its economy, all rulebooks have been torn up and no one knows what the future holds. It is the lessons of the present that carry us forward.**

## *Other books written by Vicki Wusche*

### **Books**

Using Other People's Money: How to invest in property 4<sup>th</sup> edition

Make More Money from Property:

From investor thinking to a business mindset 2<sup>nd</sup> Edition

Property for the Next Generation: Securing your future in uncertain times 2<sup>nd</sup> Edition

The New Estate: Insights from the 22<sup>nd</sup> century

### **Manuals**

The Four Habits of a Truly Wealthy Life

The De-Job Yourself Manual: Break your reliance on a monthly wage

The Values Manual: Understand what your values are and how they can be key to a successful business

The Goal Setting Manual: Create meaningful and practical goals then achieve them

9 Critical Property Principles

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## Press Articles and Talks



# The Observer

# The Daily Telegraph



# THE BUSINESS SHOW 2018



## Foreword

I meet and speak to thousands of people a year, and there is one common thread amongst them all. Everyone wants something more and they are looking for a way to achieve it.



Goal Setting is a strategy used by all successful people. Why? Because it initially helps you decide what you want to focus on for a coming time period. Used correctly provides a quantifiable template to monitor your performance.

In fact, setting goals also helps your unconscious mind know what you want it to focus on in a coming time frame. Then both consciously and unconsciously you are simultaneously focused on achieving your goal and looking for resources and opportunities that will lead to success.

What 'exactly' you want to achieve will differ each time you set a goal. More importantly a goal is a statement about a position you want to achieve.

When faced with the skills of modern marketeers, and a celebrity culture it is easy to sometimes forget that what you really want is less "stuff" and more time. A tangible by-product of goal setting is more time, as you increase your focus and spend your time on result-producing activities.

This manual will help you identify the business activities you want to focus on, and the results you will gain once they are achieved. Some goals may also be personal – for without our sanity, health and emotional well-being, goal achievement becomes a greater challenge.



For some the goals might focus on achieving greater financial awareness and security. When you have completed the work in this manual you will become more aware of your goal, and how to break it down into an achievable plan. When you want to take that next step, get in touch as we have a range of online and bespoke support to help you.

Happy learning, Yours, Ever the teacher Vicki



## Introduction

Many manuals, books and courses on goal setting focus on either making the goal as big and as challenging as possible... or they focus on the mechanics of making the goal SMART and measurable. They encourage the writing of goals once in January and then hope that you have achieved them by the following year. This manual will help you see goal setting as an integral part of your working day – something that becomes a habit.

As you work through the manual first assessing your current resources, and then shaping a vision of your future, you will enjoy the process so much that you want to repeat it on a monthly basis. The fact that you have set a small, achievable goal is not a problem, because next month you will set another goal and so on throughout the year, leading to exponential success.

You will stop riding the roller coaster of massive goal setting and eagerness to achieve, followed by disappointment and disillusionment, as the fundamentally unrealistic goals are recognised as unachievable.

Think back to last year – how different is your life? What challenges have you faced? Well, apart from the obvious, I guarantee there were numerous times last year when either opportunities or challenges presented themselves and you did not respond in a positive way. What about the start of 2020, did you set goals, did they dramatically change by the spring? Were you left deflated or positive? What is the point of a goal that does not respond to your changing environment and new opportunities as they arise?

Smaller goals, easily attained, reset and re-attained. They make for a wonderful habit of success. Success feeds your motivation and influences your state of mind. It is easy to persuade yourself to tackle and master the next goal, and then the next, when you are in possession of a positive state of mind, knowing that you can easily achieve anything you set your focus on.

By the end of this manual you will better understand your starting position. You will know what you want to achieve and have started the process of breaking it down into smaller goals that you can easily achieve.

My Goal for 2020

is to accomplish the goals of 2019,

which I should have done in 2018,

because I made a promise in 2017

to complete the plan I made in 2016...

**QUICK ONE** 🖱️ *Create goals that are personal and realistic, not everyone needs to be a millionaire with a private jet to be happy, honestly!*



## ***How looking at the past can help you look forward?***

In order to create goals that are both personal and realistic it is first important to evaluate how satisfied you feel you currently are. Remember it is important to be honest with yourself, no one else will see this. Your honesty now, will be crucial in enabling you to create goals that are achievable and empowering.

When answering these questions think specifically about the last year, reflect on the experiences, struggles and successes you have had in the past 12 months. You will need to consider what you learnt during the COVID lockdown period, but don't become negative or judgemental, look for the insights and lessons.

Achievable, realistic, goals are much easier to set when you are honest about situations that have led you there.

For example; if your goal is to loose weight and you reflect back that your diet or exercise has been poor in the past 12 months, then this is a situation that you can rectify. This is a more practical goal than saying you want to run a marathon when you never normally exercise .... Start by running for 15 minutes and build up. Then next year if you still only run for 30 minutes twice a week that is still a massive achievement.



Now, rate how satisfied you feel for each of the following areas on a scale of 1 to 5. Some of the areas may not apply to you precisely, but use them as inspiration and edit the phrase if another word is more appropriate.

1 on the scale means you are completely satisfied

5 on the scale means you are completely unsatisfied.

Remember be honest...

**QUICK ONE** 🖱️ *Perform the ratings exercise when you feel 'balanced', avoid doing the activity on days when something else is bothering you...*





Health					
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General Health	1	2	3	4	5
Level of Fun	1	2	3	4	5
Quality of Diet	1	2	3	4	5
Level of Exercise	1	2	3	4	5
General Body Image	1	2	3	4	5
Other _____	1	2	3	4	5
Other _____	1	2	3	4	5

Relationships					
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Family	1	2	3	4	5
Romantic Relationships	1	2	3	4	5
Friendships	1	2	3	4	5
Work Relationships	1	2	3	4	5
Other _____	1	2	3	4	5
Other _____	1	2	3	4	5

**QUICK ONE** 🗨️ Expand on these phrases. Health and relationships are very personal if you have a phrase that fits better, change it!



Lifestyle					
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Area you Live in	1	2	3	4	5
Size of your House	1	2	3	4	5
Amount of Free Time	1	2	3	4	5
Personal Success	1	2	3	4	5
Other _____	1	2	3	4	5
Other _____	1	2	3	4	5

Mindset					
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Level of Happiness	1	2	3	4	5
Positivity of Mindset	1	2	3	4	5
Feeling of Abundance	1	2	3	4	5
Level of Gratitude	1	2	3	4	5
Other _____	1	2	3	4	5
Other _____	1	2	3	4	5

**QUICK ONE** 🖱️ *Don't overthink your ratings, no one will judge your answers, they are a bench mark for you to build on.*



Business/Work					
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Success in Position	1	2	3	4	5
Working Hours	1	2	3	4	5
Control or Flexibility	1	2	3	4	5
Passion or Enjoyment	1	2	3	4	5
Location of Work	1	2	3	4	5
Other _____	1	2	3	4	5
Other _____	1	2	3	4	5

Finance					
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Level of Savings	1	2	3	4	5
Income/Wages	1	2	3	4	5
Disposable Income	1	2	3	4	5
Level of Expenses	1	2	3	4	5
Passive Income	1	2	3	4	5
Other _____	1	2	3	4	5
Other _____	1	2	3	4	5



Knowledge					
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Knowledge Gained	1	2	3	4	5
Time Spent Networking	1	2	3	4	5
Time Spent in Training	1	2	3	4	5
Time to Grow Business	1	2	3	4	5
Working with Experts	1	2	3	4	5
Other _____	1	2	3	4	5
Other _____	1	2	3	4	5

Skills					
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Business Specific Skills	1	2	3	4	5
Application of Skills	1	2	3	4	5
Confidence in Skills	1	2	3	4	5
Develop Existing Skills	1	2	3	4	5
Other _____	1	2	3	4	5
Other _____	1	2	3	4	5



## Setting Personal Growth Goals

Personal goals are the foundation of any goal setting process as they will form the basis for your wider goals. We talk about this as finding your 'why' in our other manual - [The De-Job Yourself Manual](#). Once you understand your 'why' or your purpose, you may begin to identify areas in your current life that don't match up to your ideal life.

pur·pose

/ˈpʊr.pəz/

Noun

The reason for which something is done or created or for which something exists.


Some of these goals maybe short term and some of these will be future goals. Now, work through the next section without considering the 'how', as this will come into your goal planning later.

*Write down any areas that you have marked as a 3 or below above...*



*Expand on each point with why you gave it a low satisfaction score...  
Continue on a separate sheet if needed*

Lined writing area for notes.

**QUICK ONE**  *Add detail, you will, for the most part, be aware of why you gave the score you did, and this will help make your goal specific.*



A lot of the time there will be a link between the areas that you don't feel very satisfied in. Once you have expanded your thoughts on your lower scoring areas of your life you should be able to see these links, for example not having a lot of fun, and your level of free time.

Goals like this can be combined into one for example 'to have more fun in my free time' but remember be specific '*to have more fun in my free time I will take my children to the park to play twice a month*'. This is very specific and achievable as it is a realistic and small goal that you can implement quite easily.

Keeping this in mind, use the information in the last section to create 3 personal goals; one to be achieved in the short term, one to be achieved in the medium term and one to be achieved in the longer term.

*My Short Term (under 3 months) goal is...*

*My Medium Term (3-6 months) goal is...*

*My Long Term (6+ months) goal is...*



## ***Setting Business and Financial Goals***

Setting business goals will be very different for everyone, it depends on whether you work for yourself; what kind of business you have and much more. What a lot of people can often forget when setting business goals is 'why'. So, you want to increase your turnover, but why? Again, don't panic if you don't have a 'how' just yet, you may find that this will come in the next section.



*Write down any areas that you have marked as a 3 or below above...*





*Expand on each point with why you gave it a low satisfaction score...  
Continue on a separate sheet if needed*

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**QUICK ONE** 📝 *Add detail, you will, for the most part, be aware of why you gave the score you did, and this will help make your goal specific.*



Business or finance goals are the 'how to' of your personal goals as they will give you the tools or resources to achieve what you want personally. When creating these business goals link them to one or more of your personal goals.

Obviously there can be several reasons for improving one area of business, the idea behind this process is that you anchor your business/finance goals to a tangible personal goal thereby making them easier to visualise and more motivating.

*My Short Term (under 3 months) goal is...*

*My Medium Term (3-6 months) goal is...*

*My Long Term (6+ months) goal is...*



## ***Setting Knowledge and Skill Progression Goals***

The knowledge and skills required to achieve success tend, by nature, to come last in the process as they are directly dictated by your goals.

These goals do not have to be all about business, learning a new skill for personal satisfaction can be a great reward in itself. Your needs will depend on where you are in your business development cycle right now. If you are starting out in business or changing business areas, you may need to gain a lot of business knowledge and skills to achieve your ambitious goals.

You may need to break your goals down, in line with the skills you want or need to acquire - if you need to go back and edit any goals that is perfectly fine.



*Write down any areas that you have marked as a 3 or below above...*





Now you have expanded on the knowledge and skill gaps you feel you have, you will be able to set yourself practical goals to achieve them. This is an area where you will need to be specific to keep motivated. Research how you are going to gain the knowledge or skill and make that part your goal. Including the 'why' and the 'how' will make the goal easier to achieve.

For example 'get an accountant' is very generic, a better goal would be '*to better understand the accounts and the financial position of the cashflow, get an accountant/book-keeper to ensure accurate company accounts, and have regular meetings*'. A detailed and well worded goal can give you the basis of a plan moving forward.

*My Short Term (under 3 months) goal is...*

*My Medium Term (3-6 months) goal is...*

*My Long Term (6+ months) goal is...*



## ***Achievable Goals - How to be ambitious AND realistic***

Creating goals can be a daunting process, unless you create goals that are both practical and detailed enough to allow you to implement them easily.

Each goal should be like a 'mini business plan' whereby you give yourself the information about 'why' you felt you needed to have a goal, and also how you will know 'when' you have achieved it.

Eliminate any chance of failure by using effective goal setting technique to start with. Avoid a situation where you think you need to achieve 'something', but don't have the time or mental 'space' to think about how you could achieve it.

As a last step in perfecting your goals rewrite each goal in a SMART format.

I like to use the following mnemonic; Specific, **Mine**, Achievable, **Reviewed** and Time-based, as a formula for success.

What does this mean in practice?

We have already discussed making the goals specific by including 'why' and 'how'. Now read through your goals to see how you can enhance them, not make them bigger – make them clearer.



Make sure the goal is about you and what you can do - it is your result to achieve. Maybe you can't make the kids stop fighting, but you can change your attitude and response. You can't make a customer buy, but you can improve your selling technique or the clarity of your offer.



Each goal should be reasonably achievable within a specific timeframe. Again, honesty here is really important – you want to develop a habit of success, not persist in procrastination or slothfulness!



You now have a set of 9 goals that will cover the next 6 - 12 months. Remember, the most effective way to utilise goals to support your progress, is to keep updating them. As soon as you achieve one of your goals, that's great! Celebrate your success! Now take it to the next level, expand on it or replace it with a different goal.

It is helpful if you keep your goals in a place that's visible, on a daily basis. Some people prefer to have them written on the fridge or next to a mirror. I print mine out and stick them to the wall on the way downstairs from the bedroom - so I see them each morning. You could even keep them in a frame on your desk, or as your screen saver.

If it helps you, repeat them to yourself each morning or evening. The key is not to pressure yourself into feeling guilty, this is a supportive and enjoyable process - you are creating a habit of success - revel it.

Remember, this manual is your recording device, you can either use the manual or transfer your goals to an online document (I personally use excel) so that you can monitor, review and track your success. There is nothing more satisfying than ticking something off a list!



## **Vicki Wusche**

In the last twenty year Vicki has completely redesigned and developed herself from single mother after her unexpected divorce to a successful business owner, author and, thought provocateur and renowned speaker.

Starting while her two daughters were under three years Vicki enrolled at university, progressing through a First Class Honours and then Masters degree to becoming a university lecturer.



It was a chance attendance at a personal development event that really helped her recognise what was limiting her life and that of her daughters. The more she learnt and studied outside the normal realm of thinking, the more she realised that she needed to take personal responsibility for herself and her family. She needed to achieve better goals.

After being made redundant in 2006, Vicki starting investing in property just two years later. Within just five years she had been listed in The Telegraph as one of the UK's Top 25 most influential people in property. She has now written five books and contributed to a further six. She is a frequent speaker at property and business events, and a sought-after guest on international podcasts and shows, delivering thought-provoking, valuable and inspiring content. She is responsible for buying and managing over £12.5m of client's property portfolios.

Vicki passionately believes that everyone wants more control over their lives, their finances and their futures. 2020 gave a lot of people a shock as their income suddenly stopped, dropped or dramatically changed. It also provided people with an opportunity to see what life was like when they did not have to work to earn a wage. A chance to re-evaluate what is really important to them.

Vicki had already created an ideal life for herself, because of decisions she made, and the goals she set in 2008. Property investment has been an excellent strategy giving Vicki and her clients that financial control, so many others lacked. Now with the world coming out of lockdown, Vicki has again been evaluating the opportunities that this dramatic change can offer. She is now focused on helping clients create goals that are adapted to the opportunities presenting themselves, focusing on creating their best life.

When not on holiday scuba diving as her alter-ego The Property Mermaid, or playing with her grandchildren and working in her garden, she manages her own portfolio, and runs 2 businesses; one sourcing property for bespoke clients and the other a training company offering strategic business development, mentoring, and training. She has bought buy-to-lets, HMOs, sourced development deals and help hundreds of small businesses recognise where the profit is in their business.

Check the website for details on when she is speaking next. Listen to her alternative debate on how we can all be more successful and financially secure in the coming decade on the podcast page. More than just a property investment talk, Vicki will encourage you to challenge current business models, work more closely with your local communities and identify new possibilities.

**The Daily Telegraph** **DAILY EXPRESS** **WHAT MORTGAGE** **TheObserver** **35th THE BUSINESS SHOW 2016**

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