



**YOUR BIG SHINY
GOAL
AND
HOW TO ACHIEVE IT**

PAM WARREN

Contents

INTRODUCTION	1
How Can You Reach Your Goal if You Don't Know Your Purpose?	1
Why Bother with Your Purpose?	2
How do you find out What Your Purpose Is?	3
CHAPTER 1: STEP 1	4
The Starting Point to Finding Purpose - Self-assessment	4
Self-assessment needs to be objective	4
Reviewing your list for accurate self- assessment.....	5
CHAPTER 2: STEP 2	7
Brainstorming Your Life- Goal Setting- Your big shiny goal	7
Goal setting writ large	8
Goal setting- refining your big ideas	9
CHAPTER 3: STEP 3	10
Achieving your ultimate goal: Start Your Strategy	10
Focus on your Ultimate Goal.....	11
Weed out what doesn't help your ultimate goal	12
CHAPTER 4: STEP 4	13
Developing Your Strategy - Making Business Connections	13
Making business connections is a two-way street.....	14
When making business connections-consider what you can offer in return.	14
CHAPTER 5: STEP 5	17
Categorised Strategy & Action Lists	17
Example of organising strategy list.....	17
Organising strategy list into actions	19

CHAPTER 6: STEP 6	21
Strategy Success; Actions and Accomplishments	21
A successful strategy keeps evolving	21
A successful strategy goes through cycles.....	22
A successful strategy is likely to take time	23
CHAPTER 7: STEP 7	24
Final Steps: Monitor Progress towards your Purpose	24
CONNECT	26

Introduction

How Can You Reach Your Goal if You Don't Know Your Purpose?

If you are feeling stuck in a rut, feeling unfulfilled, are jealous of others' successes, or are simply frustrated that you are not closer to where you think you should be, then read on.



I wrote a little while back about humans needing a purpose:

<https://www.pamwarren.co.uk/personal-blog/humans-need-a-purpose/>

What I didn't realise until recently is that not everyone knows that until you have worked out Your Purpose, your ultimate goal will remain unachievable. Or to put it another way - you won't understand what your ultimate goal is until you have worked out your purpose.

I recently reviewed my delegate forms from various talks and workshops I have given in the past 12 months. They spanned many industries and ranged from the lowest echelons to the highest. One of the specific questions I asked on these forms was 'what is your purpose in life?'.

Common denominators were answers such as 'making lots of money/profit', 'not having to work', 'having a big house/a flash car' to 'being famous' and variants along similar lines as these.

This is not having a Purpose. At best these are materialistic, myopic goals which are completely different to purpose. If they are accomplished that just leaves a void as to what is next. It is part of the human DNA to need something to strive for, so once we have got to one of our short-term goals we'll automatically be looking for the next.

In any case without purpose these short-term goals will more than likely remain unfulfilled unless these people accidentally stumble across their purpose without realising that is what they have found. But you don't want to hope that you might stumble across a purpose. You want to have it now, change things for the better and achieve your ultimate goal.

Why Bother with Your Purpose?

Once you have worked out your purpose the path towards your ultimate goal becomes much clearer and easier to achieve. It does require a bit of work to accomplish at the beginning, but once you have it things start to fall into place and move you along inextricably towards your big shiny goal.

10 years after the train crash I had recovered enough to take stock and wonder what I was going to do with the rest of my life. In a way, I was lucky in that the crash had ripped away most of my previous life and effectively dumped it in the dustbin. This left me with a blank sheet of paper on which to start planning and I took advantage of this position.

However, you don't have to trash your entire life to work out your purpose. All it takes is the desire to want to change things, a strong will, honesty and a little bit of time.

And the great news is that it not only works for our professional lives, it also works on a personal level as the two are linked. It even works if you are a business rather than an individual if you look at your company as an entity in its own right.

How do you find out What Your Purpose Is?

This is where the hard work begins but I promise you that it is worth it.

Purpose starts from within ourselves. Who are we, what are we, what do we want in terms of things such as contentment, love, harmony, and what we avoid because it might be difficult? Once you have defined Your Purpose this gives you the starting point to make the changes you need to obtain your ultimate goal.

The only thing you need to devote to finding Your Purpose is time and some soul searching. This is not a quick fix process. The thinking, reviewing and deciding does require you to dig deep within yourself and you can't just dash through that in an afternoon. If you do, the end result will simply not work.

What I am going to do is break things down in the next few chapters to give you the tools. I'll detail how my thought processes went, what actions to take and the position you need to get to, so you'll be able to use it to begin to create your own new and exciting future.

Would you like to continue reading the rest of the book and get the remaining tips?

[Download Here](#)

<https://pamwarren.co.uk> 
