Episode 8 Transcription – Why your goals might be keeping you stuck.

Hey there, Theresa Cantley here. Have you ever thought to yourself? Wow, I set all these goals and I try doing things every day and I'm just not achieving them and I'm not getting anywhere. If you've ever thought about this then this episode, episode number eight, is for you and is a definite must listen because this episode is all about why your goals are actually keeping you stuck in your business. I know it sounds weird. I know if you follow me on social media or you've ever worked with me, you know, I am all about goal setting and breaking things into small pieces actionable pieces that you can work on absolutely every single day, but this episode is different and like I said if you've ever thought to yourself, oh, man, I set these goals and like things are just not happening.

You definitely want to listen to this episode. So get ready put your earbuds in and let's get started.

Hey there, Theresa Cantley here. Just wanted to just take a minute and just say thank you for joining me every week and on this podcast and you know, being a part of this journey with me. This podcast is something that I've wanted to do for a forever. And it's just been a dream come true to actually get it up get it launched its funny cuz we're talking about goals today, but get it up and get it launched and get it out there. It's not perfect. It's kind of a little scrappy, but that's okay because it's up and it's launched and I can start sharing insights and information based on my own experiences from working with entrepreneurs for the past 20 plus years as well as a lot of the mistakes and the things that have worked over the years starting my own businesses my first business I started in 2009 with a friend of mine, which is a retail store and my second business, which is this business, the business that I have now how it actually started in 2012. What I was I was creating logos for people for free and someone said, oh you should probably turn this into a business. So lo and behold now, I have my business today, which is not designing logos for people but it's all about helping coaching and Consulting businesses on business strategy and marketing strategy so that they can increase their revenue and also increase their impact but my bigger mission is all about teaching and empowering business owners to bring more authenticity creativity and connection into their business between their teams and their Community more positive connection, connection and more positive interaction because if we start there and really focus on how we can help people how we can work together as a community how we can collaborate and then also how like Ted how we can really help our customers and our clients. If we start there it will go out into the world and we can actually make the world a better place. So that's really what my business mission is and why it was so important for me to start this podcast in the first place because it's a way for me to get my message out there and to teach people how to do how to bring more creativity and connection into their business and not have it just be solely about the numbers and about the strategy but also have it be about something much much more than that something deeper which is all about your purpose and your vision in your mission and I would love it going along with this is I would love it. If you haven't done so already to go into iTunes you can go to TheresaCantley.com forward slash iTunes and subscribe to the podcast. That way you get notifications every week when new episodes are released. Also, if you wouldn't mind I would love lovelove, if you could leave me a review and just let me know how you like the episodes. Let me know, you know, maybe some content that you want to hear about things that that you maybe are struggling with in your business and you'd like to get some more information on because I'm going to go and read every single one of those reviews. I love getting comments from people and feedback. I mean sometimes a feedback isn't always what we want to hear. But sometimes it's what we need to improve things. It's what we need to make things better because it's not just about pumping out content. It's about creating things that really truly do or can help people and also building a better relationship with our customers. So that's what my goal is so I would love it if you could go onto iTunes and if you haven't already like I said subscribe to the podcast and I would love it. If you would

leave a review and if you really want to share the love share it with your friends share it with your with fellow entrepreneurs that you know, that maybe they need some, you know, inspiration and motivation and some you know key strategies and tips that I will share on this podcast. Maybe they need it too. So make sure you share the love and let them know about it. So we're going to be having some great content coming up some new strategies that I'm actually learning myself and I want to share it with you guys so that you can try it in your business as well because you know, I'm a firm believer in the whatever we learn we should teach because you know, what good is it if we just hold onto it ourselves, right? Because I want everybody to succeed. So today's topic. All right. So as we dive in today's topic is all about how goals, potentially are keeping you stuck and the inspiration for today's topic actually came from over the past couple months working with a lot of my clients on their annual goals and you know planning for what's going to happen in the first quarter, second quarter, third quarter and Beyond and I have when I teach goal setting with people, I have a framework that I work in. Okay, and there's a lot of things that are involved in setting those goals, you know, really taking a look at the vision and and figuring out okay what like we have this Vision we have this mission that we want to do. Like let's the goals that we set and the things that we want to accomplish do they align with each other? Okay. So there's a whole process that goes into it and a lot of questions to be asked a lot of like things to dig into but the even bigger thing is is we then take those goals and we break them into 90 day increments. It's easier to digest it's easier to work on, it keeps things in front of you at all times and in talking with some of my clients and it's actually funny because I noticed it myself kind of getting into this same process there for a little bit because things get busy things happen and sometimes you know, we when we're trying to help other people we realize that what we're helping with helping them with something is the thing that we're we might be struggling with ourselves. So anyway, so I was working with some clients recently and in having these conversations with them, you know, they said to me one in particular was like, yeah, like I have these goals and I have all these things written in my book because when you work with me you get a one of my favorite planners.

It's a 90 x planner. If you have never seen it before definitely go check it out at 90 x planner.com amazing, but you know this person said to me I have all these goals and I wrote all the goals down and I'm just not getting anywhere with them and I have them I you know, I see them everyday and I write them down every day, but I'm just not getting anywhere.

And you know in at first I was a little baffled and I looked at their what they were working on and realized that they were focusing so much on the goal and a lot of people do this, you know, we set these these massive goals and we're like, yeah, I'm going to achieve this I'm going to do this and we try and take these big huge steps towards achieving that goal.

And when we were looking at these things it dawned on me that yes, these goals are super important because they're things that align with what our vision is that we have for our business what our mission is for what we want to do to help others and what are bigger purposes, you know, and what we do beyond the products and services that we sell and the thing that I realized is that people get really caught up on or caught up in what that goal is and achieving that goal and the peace that they forget and they don't really focus on is the process or the system that they create on the way to achieving that goal and when we sat there and we looked at it and I thought to myself because they had some tasks written down. But when I looked at the tasks and we looked at what their schedule was and we looked at what they were avoiding doing it dawned on me that there was no process set and the process in the framework that I like to teach people how to break their goals down, you know has to do with like looking at a goal and breaking it into like pieces like brainstorming out absolutely every single thing that you need to do to make that goal happen and it could be five things. It could be ten things. It could be

30 things. I mean, I don't know depending on how big the goal is and then moving those items that when once you have it all brainstormed out moving those items into priorities and focusing on things every single day and what I realized is that that process that brainstorming it out and that breaking it into actionable pieces that you can work on every day starts to break down when people are trying to accomplish things one of the things that I realized in this and this happens a lot is with a lot of creative people when they look at these goals and they're like, oh my gosh this seems so overwhelming and when you try and put some structure in place, which is that whole process of brainstorming everything out and then trying to take those brainstormed out items and move them into daily things that you're focusing on every day to move that go forward and a lot of creatives that I've worked with and this person in particular is a is a creative and a visionary.

It was a matter of they didn't want to create a process. They were just keeping themselves in overwhelmed because these goals seemed so Mega and they didn't want to create that process or that structure around it to achieve the goal because in their mind they thought well, if I do that then I'm not going to be able to be creative. Plus they also and it was a fear that was coming up this fear of well, that means I actually have to sit down and I gotta brainstorm this out and I have to take some time away from my normal everyday tasks and just that that you know chaos that kind of happens throughout the day in their particular industry. And so what they were doing is they were avoiding creating that structure creating that process to get them towards achieving that goal.

So so week after week after week nothing was being worked on. So once we sat down and figured it out. My first question was, okay remind me again what you're committed to in your business to move the business forward.

And it's oh I'm committed to growth and I'm committed to you know, increasing by this much in revenue and I'm committed to bringing the team together and it's like, okay. Okay. Well what you're showing me this the fact that there is no process in place is telling me that that's not what you're committed to your committed to not achieving your goals and making yourself even more overwhelmed on the way to not achieving these goals and it was like this lightbulb moment going off and I and at that moment it dawned on me is that we get so caught up on that goal and achieving it or not achieving it. So what it either does is it pushes Us in the direction? So people that I work with that are that are very structured it pushes. Sometimes it will push people into that direction of all they see is that goal they see nothing else and they end up overworking themselves and making themselves so structured and just pushing and pushing and pushing which inevitably also prevents you from achieving a goal when you're trying to push an outcome to happen and you're not giving yourself that creative space to look at things that might not be going right because I also haven't had an example of someone who is Uber structured and who was using them as a planner and they were focusing on you know doing things every single day. But what they were finding is that they were trying to make things happen to push the results through and not give themselves enough creative space to look at things that maybe weren't going in the right direction or weren't happening and giving themselves some time to be creative to look at it and say, okay. Let's let me look at this and what can we shift or do better? What can we you know, maybe shift around from team members? What do I need to sit down and have meetings with the team members? It was just solely. It was almost like mandating things.

So you have both extremes then you have I also have people in the center in the middle, people who will say? Okay, Well, I'm just going to dedicate, you know, a six-hour period to get 15 things done instead of picking only two or three which is what we try and focus on just pick two or three and just focus on those things but say give yourself a specific time period it's just like if you say I'm going to get something

done in a week and you're like and if there's not really a deadline, it's just like oh, I'm yeah, I'm going to get that done by next week next week comes and then you kind of give yourself some a lot of Grace and oh, well, you know what? I didn't get it done. So I'm going to get it done next week and you give yourself a lot of Grace and then oh, I'm gonna get it done next week what happens you never get it done. So that's the person in between.

So the person who says well, I have six hours in a day or eight hours in a day. And I know that I have 10 things on my list from my brainstorm list and I'm going to get them all done in that eight hours and not dedicating a specific timeframe. So not saying okay these two things are the most important and I'm going to get them done in one hour. So in one hour I will have them done and then I can move on to the next thing so not having kind of falling in between that structure and flow people get stuck too. And the reason for all three of these examples comes down to the process that they are taking in order to achieve these goals and how that relates to a how they work and also be you know, what they're trying to get done in one day. That's why when I cheat, you know when we work on teaching goal setting and even myself looking at okay, what is the goal that I want to achieve? What are the things that I need to do to get to make that goal happen Okay, once the goal is set we need to detach from it and kind of let go of it and that's where the super, super structured people, you know, really? Like that's kind of where they get stuck because they're so focused on that goal and many, many times it has to do around a financial goal. Like we have to meet this number and you have to sell sellsellsellsell and because we have to meet this number and you just they end up pushing and pushing and pushing and they fall short of a goal because they're trying to force a result to happen instead of having a process that works for them having that brainstormed out list of everything that needs to happen focusing on two three, two things per day two to three things per day when they're the most productive. Okay and taking the right actions towards achieving those goals the person who's kind of in between who saying. Oh, yeah. Well I have eight hours to do it, you know, I work eight hours and I have these 10 things and I'm going to get them done in those eight hours. Well inevitably what ends up happening just because they're not saying these two or three things. I'm going to get these done first in this specific amount of time and they're kind of in between being structured and being in that creative flow and saying I'm going to get these done but then inevitably guess what happens things come up random tasks business ends people emergencies happen people need things. So what happens because you haven't prioritized what really needs to be done. What's important? What's most important to move you forward towards those goals that you've set? Well guess what because you haven't prioritized it. It falls down it falls by the wayside, you know, and yes, you're not going to get everything done in one day and it can get moved into the next day. But when you don't prioritize those most important things that are going to move you forward. Well, they just fall down and that's why one of the things that we focus on is once we look at that that brainstormed out list that becomes our process that is kind of the foundation for the process that we end up creating and a lot of that process has to do with a simple question that we ask ourselves is what would make today or what would make this week a super successful week that if I got these things done? They would move they would move me forward towards achieving what I want to achieve and that's how you can look at that brainstormed out list and say, okay and really it becomes really clear on what are the most important things and I can say my say for myself. I am type A personality like do not have a problem with getting stuff done. But I do things that have happened to me and how I've learned how to correct. These actions are number one. I had myself so structured and so thinking the up I'm doing all the things I'm getting all my I'm doing all the things I'm keeping myself busy. I'm working on things and what I ended up doing was a forcing results trying to force things to happen and be I also started going down into that direction of that in between person, which is I knew I had to get this stuff down but it wasn't prioritizing it. So I ended up working on random things in an effort to almost tell myself that I was busy and I was moving forward and yes, I have these things that I need to do and every

day I would keep rewriting those things. I mean less and not prioritizing them to get done first when I was most productive and then the and I don't think for myself. I've never been in this realm and I just think this comes from you know, a teaching goal setting and learning how to set goals myself. I think maybe actually I shouldn't say that maybe back in the day I know back in the day prior to when I had my first traumatic brain injury.

I was definitely one of those people who did not have a sister who have systems and processes set up to achieve things. I was definitely one of those people that just kind of flew out of the seat of my pants and wanting to just be creative all the time or I would go from one extreme wanting to be creative all the time and didn't want any structure to the other extreme of just forcing stuff to go through so because I didn't have a process. I didn't have a system. I didn't know how to create one and after my first traumatic brain injury everything changed because I had no choice I had to my first goals started out just being getting up in the morning putting on, you know, getting dressed to go for a walk and brushing my teeth and then like that was my first setting my first process for my goal. So but back to so I take that back I should have been one of those people that the creative like totally creative wanting to be creative all the time and not wanting any structure and being looking at a goal and thinking oh my gosh. It's so overwhelming how many get it done. So the moral of the story here or the lesson and all of this is that it's not just about the goal. You have to re-ask yourself. What are you committed to doing in your business? And then the actions that follow from that commitment that is your process and your system that will move you forward towards achieving that goal. Whatever you're committed to in your business is an alignment with the vision that you have. But then also those goals that you have if your commitment doesn't align with those goals. Well, there's a problem. They're not going to they're definitely not going to come they're not going to happen.

It's just like, you know, someone who, you know, the person who is a super super Visionary and they're not taking any steps towards achieving the goals that they want to achieve. You know, that commitment was out of alignment with what the goals were and they were also not being honest with themselves and saying really saying what they were committed to they were committed to staying stuck and overwhelmed but then the person who's Uber Uber structured and their Uber structure and trying to force things through and they're not necessarily taking the right action, but they're also not giving themselves that space to be creative and look at things better and do things better that is not an alignment with those goals either. So we need to have the commitment and the energy that we put behind that commitment which are the actions that we take and the processes that we take towards achieving our goal that all to be in alignment and I can say for myself coming from the days and this is when I ended up going through burnout experiencing burnout, which is not a place that you want to be is trying to force and put work long long hours and force things to happen and you know thinking that you need to do all the things that that is not an alignment either and again only it just it leads to burnout and you know and not achieving your goals. So the more of the story here, like I said, is that the goal that you're trying to achieve that it's important? Absolutely because that is what connects takes our vision and gives us a thing to work towards.

I think to achieve so that we can make that Vision a reality and we can carry that mission forward but once we set those goals, then it's a matter of the process that we create which is the energy in the actions that we put behind those goals the right actions not just trying to force something to happen not taking random action and just doing random things thinking that miraculously it's going to happen but also, you know not sitting there and just saying, oh I'm just going to be creative. I'm just going to think creative and not taking any action just coming up with all these ideas and not taking any action at all because then they just stay as ideas and nothing happens. So it's a matter of as I said we set the goal

and that's important. But what's even more important and where people often fall short and stay stock is not creating the process.

That is an alignment with whatever those goals are and whatever that vision is that process is that bridge to get us to make our vision to get us from our vision for whatever we have is our vision of what we want to accomplish or what we want to do. It's that bridge to get us from there to achieving the goals that we want to achieve its that process and those systems and taking those right actions putting the right commitment or being an alignment with what our commitment is in. Our commitment is tied directly to the vision and the goals having that right commitment and having our commitment aligned with the actions that we take when those things are in alignment and they match up that's when we can really achieve some miraculous things.

That's when anything becomes possible and infinite possibilities are possible for a tongue twister there. It's when those things are out of alignment and we don't focus on that process and we don't focus on that system to get us there. That's when we stay stuck. That's when we stay stuck and we fall short and I can say like I said, I've been there myself and I remember thinking why is this not like I have these goals I'm taking action. What is the problem? Well, the problem was the system that I had created to achieve those goals was out of alignment with my commitment and it was also out of alignment with the and the actions that I was actually taking was out of alignment. So take a look if you feel like you're stuck and you're solely just focusing on those goals. And like I said, a lot of people get stuck when it especially when it comes to a financial goal.

Give yourself cut yourself a break. Here's your permission slip to just take some time and ask yourself. What am I committed to in my business to doing in my business? And what does my process look like to take me from Vision to goals or Vision to reality? What does my process look like to make these things happen? And if you don't have a process then it's time to maybe ask yourself. Do you need a mentor? Do you need a coach? Do you need someone to help you figure out what that process is because that process once we got kind of got things figured out and like I said, there's different types of personalities. They're structured people. They're super creative people and there's people in between and it was just taking the framework that they were each given and fine-tuning it for their individual type of personality and what would work for them? And what what cycle of working would work for them throughout the day and then throughout their week? And once we kind of fine tune that they were off and running and things started to not feel so heavy and things started to move forward a heck of a lot faster things started. I mean and I remember one of them turning to me and saying "oh my gosh, it's it's really not that overwhelming." It's really not that bad when you look at it like this. Like wow, this is this is all like I had to do. Yes, there's no magic to it. There's no there's like, yeah, it's not like some you know, Voodoo or like black magic here. It's really just a matter of what do you it comes down to Commitment. What is what are you committed to achieving in your business? And what what is your process? What is the energy?

The right actions that you're going to put behind those goals to make things happen. That is what is super important. So, I hope this episode helped you and like I said, if you have a friend a colleague fellow entrepreneur brother sister, whatever that could benefit from this podcast episode definitely make sure that you share it out because that's what I mean. I am all about, you know, sharing my experiences and you know helping you guys to achieve more in your business. Sorry, there was my I've a window right outside my office and all of a sudden I heard somebody yelling and I was like, oh but just kids playing outside anyway, so I hope this helped you and like I said, if you think someone can benefit from this

make sure that you share it out. And again if you haven't done so already make sure you go to to TheresaCantley.com /i Tunes

And subscribe to the podcast, but if you're on Google if you have a Google device and you're on Google Play or even Stitcher you can find me there as well same thing TheresaCantley.com forward slash Stitcher or forward slash Google Play you can find me there as well and listen. So anyway until next week. I hope you have a fabulous, fabulous week and again take a look at your process. What does it look? What is that process your own individual process looks like to move you forward towards achieving those amazing goals that you have and if you don't have a process it's time to start. It's time to start creating one, and if you do have it to uh process, maybe it's time to start fine tuning it. So anyway, I hope to see you guys back here next week, and I know I will but until then have a fabulous rest of your week and keep keep shining and I'll see you soon.