

SMARTER STILL WITH SMART GUIDES

The **SMART** Guide to Accomplishing Your Goals

Everyone in life has goals. Whether your goals are well set, well defined, and within reach, or hazy, nebulous, and oceans away, they exist. You still have plenty of goals even if you believe you have none at all.

For some people—hopefully not you—a continuing daily goal is to simply make it through the day, simple survival. Some people come home from work and the first thing they do is whip off their shoes, grab an adult beverage, and sit in front of the TV for the rest of the evening. Wait a second! You're aghast! That couldn't be anyone's goal.

Ah, but it is. It's an unvoiced, unarticulated goal to have as little stress and challenge as possible after having made it through eight hours of work. Couch potatoes anesthetize themselves against what they probably see as the harsh realities of making a better living, having a better relationship, or making a better life

Setting goals is a fundamental characteristic of human beings, and since the dawn of human civilization men and women have sought to accomplish more, have more, and ultimately be more than the status quo.

This book focuses on effective techniques for setting and reaching goals. It will help you program—or reprogram—yourselves for personal and professional success. Goal setting as discussed in this book refers to setting appropriate, challenging, and worthwhile goals—those that are potentially within reach and worth attaining.

When you make the decision to actively set goals, you have a higher probability of attaining greater control of your life and career. Let the couch potatoes do what they do. Meanwhile, you've got work to do. This book will be your guide in accomplishing your goals.

YOU'RE SMARTER STILL

with Davidson and Eichelberger.

Jeff Davidson and Chip Eichelberger are experts in work-life-balance and motivation. Jeff's cutting-edge, hands-on strategies for a balanced career and life have been delivered to 836 audiences from San Diego to Switzerland to Singapore. Chip is coauthor of *10 Secrets of Marketing Success* and creator of many audio and video programs. In the last twenty years, he has been chosen by more than 950 companies to help them "switch on" their convention. These two authors have worked together to bring you this outstanding book.

\$19.95 US \$23.95 CN



The Perfect Guide To Accomplishing Goals

- ▶ Provides guidelines to setting and reaching goals in every aspect of your life
- ▶ More time for family and friends
- ▶ Turn your wishes and dreams into reality
- ▶ Expert advice on setting goals with a start and end date
- ▶ Easy-to-follow instructions for developing time-lines, charts and calendars
- ▶ Tips and techniques to help you stay on track
- ▶ How not to become bogged down with unnecessary details
- ▶ Time honored principles and recent developments on what will work for you.
- ▶ Best approaches for setting your goals

ISBN-13: 978-1-937636-57-9



9 781937 636579

The **SMART** Guide to Accomplishing Your Goals

THE **SMART** GUIDE TO

ACCOMPLISHING YOUR GOALS



Hands on tips to help you accomplish more in less time

Practical steps for handling daily challenges

Getting others to add to your efforts

Stories and anecdotes to keep you inspired



Jeff Davidson and Chip Eichelberger