

Happy New Year folks. I hope you have had a great holiday season. Christmas is my absolute favorite time of year. I think just growing up in snow country, and experiencing Christmas in that type of atmosphere, and of course, the reason for the season. That is all things that make me just love that time of year. Plus I'm a gift giver. I love giving gifts. If you didn't get one from me that must mean you're on my naughty list. No that is not true.

Today we are talking about what it takes to have the best year ever. Why we are talking about this is because it is the new year. This is the time when so many people are coming up with New Year's resolutions, which again is just ridiculous, and we'll talk a little bit about that.

Setting goals for this year and doing them correctly makes your year the best it could possibly be. I can tell you my buddy Michael Hyatt has got a process that is out. It's called Five Days to Your Best Year Ever. He has done this every year at the beginning of the year, and we talked about this last year. Had him on the show last year, and you guys ate it up.

People had phenomenal testimonies. They loved it, they cranked it out, and they started putting those things in place to have their best year ever. Again, Mike has opened that up one more time. It is called Five Days to Your Best Year Ever. Why is this important? There's certain things that he will cover through this program itself.

One is why traditional New Year's resolutions and goal setting don't work. Guess what? It's not your fault, but they don't. I believe the stat is like 80% of people are done with their New Year's resolutions. When I say done I mean have given them up within the first couple of weeks.

They don't work. The traditional style of setting them just doesn't work because the process is what's bad. Mike will show you ... Michael will show you how to do that the correct way. Powerful questions that will unlock whole new levels of your motivation. A practical tool that will quickly prioritize your year and eliminate distractions.

One common goal-setting mistake that will virtually guarantee a lack-luster year. In other words, if you do this same thing that so many people do, it will virtually guarantee your year to be lack-luster. It's incredible. These things that people don't understand.

Then he gets into the secrets of high achievers who never seem to miss a goal. What they do, how they make that happen. The lie that we tell ourselves that prevents us from achieving our goals. What stands between you and what you really want. This one is probably going to shake you up a little bit. Actually it might shake you up a lot believe it or not.

A proven process to stop feeling overwhelmed or stuck, and start realizing your potential. All of that, all of that, is in Mike's Five Days to Your Best Year Ever. For you to get that, for you to get the information on that, it's very simple to do. All you have to do is go to chrislocurto.com/downloads, or text, this is one word, *bestyearever*. Make that one word, *bestyearever*. Text that to the number 33444, *bestyearever*, one word, text that to the number 33444.

Why is this so important? It's only going to be up for a couple more days. It literally is coming down in a couple of days, so you've got to make this a priority. If you want to have your best year ever. If you want to know how to set goals and accomplish them. If you want to know how to do things the right way. If you want to know how to prioritize correctly. All of this stuff that Mike teaches in his Five Days to Your Best Year Ever, then make sure that you get that right now. Text one word, *bestyearever* to the number 33444, and we will send you the information right away.

Now, moving on. Something I'm very excited to announce, and the team is probably not happy that I'm announcing this yet because we still have a couple of pieces that we're putting in place, but we have got our next live event that's coming up. We've been doing our live events and we haven't really been able to offer them to the public. We've only been offering them in limited quantities, and now we're going to be able to offer it to a lot more people.

That was mainly because of the processes that we were putting in place and all of that fun stuff, but we've got a big event coming up in May. We're going to be announcing more of that. Again, I'm probably giving too much information away, but I can tell you this. One of my mentors, somebody who I look up to a ton. Somebody who has taught me a ton about life, and is also somebody you guys love. The interview that I had with him is one of the top interviews on this show. One of my mentors will be speaking at this event as well.

We've got a ton of stuff we're going to be teaching. We've got a great gala that's going to be happening one of the nights. I get together and talk and just have fun in a party atmosphere. We've got so much, it's nuts.

We're really excited about that. We'll be talking more about that in the coming weeks. Today what we're talking about is still along the lines of goal setting. What we're going to hit is setting your company's goals. Taking a look at your company's yearly goals. This is something that is incredibly important because so many companies don't do this. If you've ever heard me teach before in the past. If you've ever been to one of the events that I've done in the past, one of the things you hear me talk about when it comes to goal setting is people think that goals are the vision.

Where do you want to be in 2016? Well I want to be here, I want to do this. People think that the goals are the visions. The vision is where you're going to be, where you want to be. The goals are the things you do along the way. One things that happens over and over and over again is leaders, entrepreneurs, team members, sit down and they write out, I don't know, 7, 10, 20 things that they want to accomplish in the year 2016.

The problem is that those aren't the steps. Those are the places you want to be. Those are the places you hope you end up. Those usually end up in a drawer somewhere, which is crap. That doesn't do you any good. Along about November you pull it out and you go, "Hey look, we got about 30% of those done. Woohoo, we're so good."

Folks, that is a terrible way to run your business. It is an incredibly unproductive way to run your business. The things that we're talking about today, and by the way, so many of you, you're running ballistic and since you don't have a great direction, you just keep doing the same thing. You're not even going to sit down and come up with goals for the year. A lot of you, you've turned the corner and went, "Ah, I'll do it next year."

A lot of you have set very unrealistic goals. Things that are huge that, without anything behind it, there's no way you're going to possibly hit them. A lot of you have set goals that your team has zero buy in. I can't tell you how many leaders get up in front of their team and go, "Guys, these are the things that we're going to accomplish this year. This is what we're going to do. Here's where we're headed." The team is sitting there going, "Yeah, we'll see about that 2 weeks from now. We'll see how quickly that falls apart."

If you don't have buy in from your team, guess what you don't have? You don't have ownership on these goals. Nobody's owning anything. You are because you're the one who came up with them. Even if you've got input from them, but if there's no ownership, this is a waste of time. Then, let's say we do get some goals in place. One of the most common things I see all the time with leaders and business owners is no follow-up. There isn't a good follow-up system on the goals that have been set.

They don't go, "Hey where are we on that?" That's usually the follow-up system. That is why it is so important to understand that if you're to grow, if you're going to do something better. If you're going to accomplish more. If you're going to be more productive, you have to actually understand what it is you're doing, what you're looking for, what your process is. What is the vision for where you're headed just in the next year?

One of the things that we do with our next level mastermind group, we've got our accountability group, our mastermind group, we have all this stuff that we've spend week after week with these guys. These guys and gals that come in and are operating at great levels in their businesses, is we help them to see this from a different angle. A different angle than they've been taught their whole life.

Just to kind of back up, we just returned, my team, just returned from doing our retreat. We do a retreat every 6 months. At least the leadership team. We get together and we go through the processes. What is it we want to accomplish? We take a look at the year 2016, and we ask the questions, what are the most important things we could possibly accomplish?

Sometimes you have to ask the question. As I go through these, these are pieces you should be writing down. These are things you should be focusing on. When you look at the most important things you can accomplish in the next year, you have to ask the first

question. Is the most important things something that is short term or long term? This is a difficult one. Man, this is a difficult one.

As entrepreneurs, we like that cash flow right now. We like that cash flow coming in. Why? We know we have a specific nut that we have to crack every single month.

[inaudible 00:11:49] Right now. Can we get the money [inaudible 00:11:53] right now? I can absolutely [inaudible 00:11:56]. Why? Because it allows [inaudible 00:12:01]. Problem is, sometimes you're short-term vision is not the best and most important thing for you to accomplish. For us, we had to make some decisions and say, "Okay, we're going to have to by-pass these short term things, these short term products that we can help people with, so we can create this other area that is a greater long-term benefit. If we can do this, we can help a lot more people over here, and that will help us to bring on more talent, put out more stuff that we can help people in the short-term.

That's a process you have to be going through. You have to be thinking like that. Don't just think, "What's the next thing that we can crank out?" If you're just starting and you need money right now then yes, what's the fastest way to cash? How can you get to cash immediately? Put that thing out there right now. When you get to a point, for us, we've been exploding.

We've been growing like crazy. We're having to pass up on short-term ideas so we could put things in place that benefit not only us as a company in the long term so that we can continue to do this, but you as our clients. What helps you in the long term.

Then we take from that information, and we ask the questions, what can we actually accomplish in the year 2016? We've got 12 months. We've got 12 months to do this, what can we accomplish? Those become our yearly initiatives. Those are the things that we are shooting for.

All of this is based on a BHAG, a Big, Hairy, Audacious Goal. If you've ever read the book, Good To Great, Jim Collins talks about that industry-changing thing that takes about 10 years or whatever. We look out 10 years and we say, "What is the thing that we want to accomplish. What would be huge for us?" Then we back out of that and we say, "Okay, what are the things that we can do over the next 10 years to get there?" That's just a side thing. If you can get that far, that's fantastic.

For us, after we've come out of our retreat, or in our retreat, what we've discovered is what are our initiatives for 2016? What can we get done? How does that break out into 4 different quarters? We've got 4 quarters in the year. So many people will write down those things and go, "Okay, we need to accomplish this in 2016, let's go." That has no accountability to it. That has no process to it. That is just a dream. That's a dream that you hope that it gets done in the next 12 months.

Instead, now back it up into the 4 quarters. What can be done, what needs to be done? When does it need to be done by? Then once you've looked at that over 12 months, hit it hard on what must be done in the next 90 days. Who is going to do what?

This is one of the most important things. As you're planning out these goals, as you're planning out these processes, and you've got these initiatives, and now we're setting up the first quarter initiative. As we go through with our coaching clients and our mastermind groups, they've already planned out the first quarter. We had them do that last year.

We talked with them and said, "Push them hard." How do we get to being able to look at the next quarter right now? That's the part of the accountability process of our mastermind groups, of the next level leadership group. That's how we get them there. We push for that. We help them to get to a place of saying, "Okay, these are the things that I am going to cover." When they come, now they've got, for those clients, they have their own events as well, and they will be coming here in February.

We will be pushing them to make sure ... Oh I am giving this away to the clients that are coming in. Well, guess what guys? As you come in, we're going to be pushing on your second quarter initiatives. What are the things that you can get done in that quarter? All of those clients now know one piece of that event.

That's what you have to figure out. What can we get done in the next 90 days, and who is going to do what? This is where people and so many leaders and so many business owners make huge mistakes. What they do is, is they will have a brainstorming meeting on goals, on the direction we're going in, and they will talk through stuff, and they will talk about stuff in people's areas, and they will expect that those people are going to take complete ownership of it, walk out the door, and make it happen.

If you've been in leadership any decent amount of time, you've probably experienced that. If you've been in leadership a long time, you've experienced that 100 times. It is a waste. It is not productive whatsoever. Instead, as we're going through our own retreat, as we're going through our own process, what we do is we go around and say, "Who's going to do what with this piece? Do we have the capacity to pull it off successfully?" How do we answer that? Who's going to do it? Do you have the time? Do you have the ability?

are the things that could hold us or this person back from being successful on that piece? That piece of this puzzle? That piece of this initiative?

We have 90 days to pull this off that we've already outlined. Who's going to do it? Do they have the capacity? Then we ask, "What could possibly hold us back from being successful? Do we have systems in place? Do we have bad culture? Do we have bad communication? Have we not given them the tools that they need? Have we equipped them with everything necessary to accomplish this in the next 90 days? Are they so task-saturated that there's no possible way they could do this?"

We have to ask that question. "What could possibly hold us back?" Then ask, "What resources are missing? Do we need to throw some money at it? Do we have money to throw at it? Do we need team members?" There's so many things that we've got on the board. We've been hiring, and we're like, "Okay, well we now need a lot more if we're

going to accomplish all these things, we've got to hire more people. What resources are we missing that would keep us from being successful in the next 90 days?"

After we've gone through that. After we've discovered all of that. After we have really, really gotten everybody on the same page with that information, then what we do is we start putting this in a project management software. We personally use [Asana 00:18:23]. That is a happy thing for us. I'm sure there are people out there that use other things that like them better or whatever. That's what we use.

That has helped us to come together as a team on each project and assign accountability, assign due dates, assign time lines, all of that. We start loading all of that into our project management software, and we say, "This is where we're going." We have to dove tail some of the timelines. If we've come up with 3 things, and you might have somebody who has a part in each one of those. We're going to have to dove tail those time lines.

When I say dove tail what I mean is blend them so you know can they get all of these thing accomplished, or is it too much again? Is it too much on their plate? Get that loaded up. Put all the details in there. Put the people who are responsible for those things. Put the due dates. Put the time lines. All of that information needs to go inside. Then, once you've gone here, this is usually, like I say, for us, we spent 3 days going through this and a few other processes as well.

Once you get this done, you've probably spent a lot of time at this point. You've probably spent at least a day to 2 days on this process. Even all the way to project manager software. I'll tell you, my team is so talented. They're doing that as we go along. They're making that happen as we go along. We don't wait, then dump it in. We're doing it all as we go, so that we're all on the same page.

Then that's when I go around the room, for everybody in the room, and I ask what expectations does each person have of themselves and their team and when will they be done? This is powerful. This is where you find that you have communicated badly in the past, or you've communicated badly during this meeting. I will go around to each person, "What are your expectations?"

If we leave here right now, if we leave here right now, what are your expectations of the things that you have to accomplish, the things that are now on your plate. The things that are on your team's plate, and when will they be done by? That's when they start repeating back to me, or actually to the whole team, they start repeating back their expectations.

Speaker 2: This is great because this allows you the opportunity to correct. Maybe you miscommunicated. Maybe you didn't communicate. Whatever it is, this allows you the opportunity to have a discussion and say, "Okay, but what about this over here?" "Oh, I didn't know that was on my plate." "What about this? What about this?" "Hey, I don't want you focusing on that. That should be this person over here."

As you go through each individual and you make sure that they have clear expectations of what is on them and what they have to accomplish, or what their team has to accomplish, and the timelines, the dates that these things need to be done by, throwing in there if you're coming through a holiday season, there are weeks of times that you're going to get lost. You have people that are taking days off, some people take their vacations, all of those things have to be accounted for.

As you go through person after person after person, what you're left with is a considerably more accurate timeline. This helps you to see what you truly can get done in the next 90 days, and if you can't do it. If there's anything that won't get done, or if there's anything that you might struggle with. After that, you've got your time tables, you've got your due dates, you've got your expectations. You are now ready to run.

We come back from our retreat, our very first staff meeting, post-retreat is mainly about following up on the retreat. The first time we come back together as a team, as a leadership team and a team, we start talking through. People have had time to think, "Was there anything that we missed at the retreat?" You've been back home, your brain has stopped sizzling, you've had some sleep. Did we miss anything at the retreat? Was there anything that was too much for us to accomplish in the time frame that we stated?

Is there anything that doesn't look like we're going to be able to accomplish it? Then, I have them reiterate again what their expectations are. Just to make sure we're still on the same page. All of that gets you moving forward with your company's yearly initiatives and first quarter initiatives. This needs to keep happening by the way.

After that, I make sure that I have set up accountability meetings. A lot of this we have ... Our Monday mornings are stacked with different areas of the company that we meet, and we go through a ton of stuff. In there, that is where a lot of accountability happens.

Again, it's like in our mastermind groups. We've got all of these leaders and entrepreneurs and folks that are coming together to hold each other accountable, to walk through this. "Hey where are you on that? You said you were going to have this done in your business. How's that going? Where are you on your timeline? What's happened? Oh something bad happened. Do you need help in this process?"

Just like we have those accountability groups, that is what causes individuals to be so successful. Teams to be so successful. Do the same thing with your meetings. Set those up. Go through your project management software. You should have all the dates, the timelines, all the tasks that need to be done, all of those pieces.

If you will pop through and hold your team members accountable to those tasks, you get to really see what's being done, what's not being done, what is not understood, what's not clear. That is your time to give more direction, more guidance, more communication, all of that.

That allows your team members the time for them to step up and really knock it out of

the park because you can see how well they're doing. If they have really tackled this process, and they're getting it done and they're coming to you with stuff or they have questions, or they don't have clarity and they're coming to you and making sure they get that. All of those things help you to see the success of your team members.

It helps you to see what champions you have on board as well. Going through the time tables, the due dates, what's not getting done in time, what's holding it up, if there's something that's not getting done in time, why? What's holding it up? What's keeping it from getting accomplished? Did something happen? Do we not have the tools? Is somebody just putting something on a back burner. Is somebody going through something personally in their life that is tanking this process?

If it is, if it's any of those, what help is needed? Is there confusion? Is everything absolutely understood? Is there any questions that you have for me? Is there anything that I can help you with? Those are things that help you to hold team members accountable, and set them up for success at the same time.

After all of that, you have to understand that there are great possibilities of things torpedoing your process. You've got this 90 day initiative or initiatives, hopefully initiatives, and there's a great chance that there's going to be something or some things that torpedo the process. What I'm saying is something that just comes in and blows up the whole process.

It might not be the whole processes, it might just be one area. It could be something happened with a client that threw off the whole team, and now we've spent 4 days on that client. Something could have happened that we lost a team member, or whatever. Fill in the blank.

There's a lot of times that something can torpedo the process. The important thing is this, do not lose your mind. A lot of people will see the torpedo, see the effects of the torpedo, and go, "Oh, forget it. This isn't going to work out. We're not going to get this done. Screw the 90 day initiative. It's now going to be 9 months before we can get all this done." Do not lose your mind.

Gain perspective. What caused the torpedo? What caused the problem? What caused the situation? What needs to be adjusted, if anything? Is there anything that needs to be adjusted? If so, what is it? Just because 1, 2, 3 pieces may need to be adjusted does not mean we necessarily adjust the whole initiative.

Instead, what are the pieces that need to be adjusted? Next, how does this affect other timelines? This is important for you to recognize. A lot of times this means bringing in people that are somehow related to this project, this initiative, to see if this is going to hold them up, if this is going to cause anything in their area to not work properly, not get things done correctly.

Take a look at the other timelines and see if this affects it. If it does, make the proper adjustments. Then finally, ask the question, "Do we have the capacity to continue? Can

we continue with this process, or has something just so bad happened that this isn't going to make it? We're done. We're done."

That is almost never the reality. That is almost never the reality. Many times, now what you might discover is that you might discover that the initiative that you put in place is just a junky initiative. Maybe it wasn't the right thing, or maybe you didn't get enough clear perspective on it, or maybe you didn't have enough information to make it an initiative.

If you left your meeting, your retreat, your whatever, and you came out with an initiative that wasn't clearly thought through, or didn't have all the perspective or all the moving parts thought of, then it's possible that will destroy it. If it does, go back to the drawing board.

If it's not something like that, then ask the question, "Do we still have the capacity to continue?" If you lose one of your champions that is a huge part of this, that is probably going to affect things until you get a new person on board, especially if it takes you 6 months to get the right person.

Go through the process. Do we have the capacity to continue? If yes, great. What does that look like? Reset expectations, reset timelines, reset due dates and move forward. If we do not have the capacity, okay. What is the next more important thing that we need to stay focused on because we must continue growing.

If you're not growing, you are dying. What is the next area we need to focus on? We will move this barely to the back burner until we can solve the pieces that we need to solve, and then we'll bring it back out again. If you will do those things, if you will do those pieces ... I know I just gave you a ton of things to do. A ton of stuff. It's a lot of steps in there, but if you will do those steps for your company's goal-setting, for your company's vision and initiatives, you will be stunned at how much you get done in the next 90 days.

You'll be stunned at how much you get done in the next whole year. You will discover the hires that you need. You will discover the resources that you need. You will discover so much about your business just because you stopped, focused, took the time, and then led your team to success.

If you will do those things, you will be blown away. That is what we do. That is what we teach our coaching clients, that's what we teach our mastermind group, accountability groups. That's what we push them to do. That's how they become even more successful than they already are, because this is an accountability process that helps them to get stuff done.

Do bad things happen? Of course they do. Do things torpedo? Of course they do. Absolutely. Of course they do. We are human beings. Things are going to happen, but the difference is this way you're moving heavy in the direction of accomplishing things compared to the, "Well let's just wait for it to happen. Let's just assume it's going to happen this year."

Powerful, powerful stuff. If you get that done, you'll be blown away with what happens with your business. Hopefully that helps you in this process. Hopefully that helps you to kick this year off right. Do not forget to get Michael Hyatt's course. The Five Days to Your Best Year Ever. This will blow you away on the things you can do in your personal life. There's a lot of stuff in there that Michael teaches that will help you in your business as well.

Very easy for you to get. ChrisLoCurto.com/downloads or text one word, `bestyearever` to the number 33444. Make it all one word, `bestyearever`. Text that to the number 33444 and we will shoot you that information immediately. Well folks, as always, we hope that you take this information, change your leadership, change your business, change your life, and join us on the next episode.