

The Isagenix Training Program

Going From “Yes!” To Executive and Beyond

Setting SMART Goals

– Identifying Your Aspirations –

Now let's go to work on setting SMART goals.

Allow us to share what has proven to transform not just your business, but perhaps your entire approach to life. We're talking about the incredible power of goals... In this segment, we'll discuss why goals matter, how to set goals that propel you forward, and the steps you'll need to take in order to achieve what you want.

Let's start with a story. Imagine a woman named Maya... Maya is just like you... She's passionate about creating a better quality of life for herself – both physically and financially – as well as creating a better quality of life for the people she cares about most.

In the beginning, Maya had dreams of building a successful Isagenix business, but she often felt overwhelmed and unsure of her next steps. Then one afternoon, while attending her first Isagenix Celebration, Maya found herself sitting in a cozy café, when she overheard two top Isagenix leaders she had earlier seen on stage. Two top leaders who

were openly discussing how goal setting had changed their businesses and their lives.

Intrigued, Maya listened closely as they shared how SMART goals had given them clarity and direction. Inspired by their conversation, Maya decided it was time to take control of her own Isagenix journey.

Now, you might be wondering, “*Are goals **that** important?*” Well, those two top Isagenix leaders Maya overheard in the café certainly thought so.

Here are five compelling reasons why goal setting really matters:

- 1) Goals provide clarity and focus. They refine your vision and help you concentrate on what truly matters. Instead of being pulled in multiple directions, goals give you a clear target to aim for.
- 2) Goals inspire motivation. Setting goals ignites your passion and keeps you motivated, especially during challenging times – and there will be challenging times – Goals remind you why you started your Isagenix business, and why it’s important for you to keep moving forward.
- 3) Goals allow you to measure your progress. They create a benchmark, allowing you to track your progress and celebrate small wins along the way.
- 4) Goals empower your decision-making. When faced with choices, you can ask yourself, “*Does this align with my*

goals?” Asking, and then answering that one simple question will help make your decision-making more intentional.

5) Lastly, goals build confidence. Setting and then achieving goals – even the small ones – both personally and professionally, builds your confidence. In turn, each accomplishment empowers you to take on bigger challenges.

If it looks like setting goals is important, that's because it is...

But you may be wondering, *“How do I set the right goals for me?”* That's a great question. Let's dive right in and see how you can set powerful goals for yourself using the SMART formula. SMART stands for **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-bound. Let's discuss each of these five areas in a bit more detail, starting with...

Specific goals. For your goals to be specific, you will need to clearly define what you want to achieve. For example, instead of *“I want to grow my business,”* a specific goal would be, *“I want to add four new customers to my business this month.”*

In addition to being specific, your goals need to be **Measurable**. This means you will need to include criteria you can track. For example, how many times each week, over the next four weeks, will you share the Isagenix story with someone new? Knowing what you're focusing on will help you see how far you've come and where you still desire to go.

It's also important to make sure the goals you set for yourself are **Achievable**. Therefore, make sure your goals are realistic. Stretch yourself, but make sure they're within your reach. And remember, everyone's circumstances are different; so, don't compare your goals – personal or professional – with anyone else's.

Your goals need to be **Relevant**. Make sure you align your goals with your values and long-term vision. Ask yourself how they contribute to your overall mission, and make sure what you're going for is important to you.

Last, but certainly not least, make sure each goal you set for yourself is **Time-bound**. Because setting deadlines creates urgency and keeps you focused.

Remember Maya's story we discussed earlier? Well, Maya decided it was time for her to put into action our simple three-step formula: **learn, apply, repeat**. But this time, instead of feeling stuck and wishing she had a bigger team, Maya began to set SMART goals. Goals like, *"I will share the gift of Isagenix with two potential customers and or business builders every day and reach the title of Executive in the next 90 days."*

Now that's a SMART goal!

Remember SMART stands for **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-bound. It's a great formula for setting your goals. But once you've set your SMART goals how do you bring them to life? Start by following these five actionable steps:

Step 1) Break It Down: Divide your main goal into smaller, manageable tasks. This makes the process less overwhelming and helps you stay on track.

Step 2) Create an Action Plan: Develop a step-by-step plan outlining what you will need to do in order to accomplish each task. And remember to assign deadlines to hold yourself accountable.

Step 3) Stay Flexible: Life is unpredictable, and it's essential to be adaptable. If your circumstances change, don't be afraid to adjust your goals while keeping your vision intact.

Step 4) Monitor Your Progress: Review your goals and the steps you've taken at the end of every month. This reflection is key to being accountable, making adjustments when necessary, and staying motivated.

Step 5) Celebrate Memorable Milestones: As you build your Isagenix business, it's important to acknowledge and reward yourself for achieving memorable milestones; especially the small wins, like enrolling your first customer, earning your first commission check, and achieving your first rank advancement. Because celebrating your progress boosts your motivation and reinforces the positive habits you are creating.

Maya's journey didn't end with her first goal. Along her Isagenix journey, she learned that setting and achieving goals is an ongoing process. And each success opened doors to new aspirations, propelling her business ever forward.

As an Isagenix Associate, you have the unique ability to inspire others throughout your journey. By setting SMART goals, not only will you empower yourself, but you'll also create a ripple effect that encourages those around you.

So, now it's time to do the work. Please pause and reflect on setting a goal that excites you... Something that really lights you up! Then using the SMART formula, write it down, and then immediately go to work on achieving whatever your heart desires!

Once you have your first SMART goal written down, then you will be ready to move onto the next program, *Setting Up Your 90 Day Success Calendar*. When you're ready, continue to the next segment.