

Think Projects (Not Just Goals)

Build a Better Plan for 2011



Introduction



- End of the Year is Near
 - It's a useful (but artificial) container
 - If you fail in Feb, don't wait until Jan to start over!
- Use this information at any time to make something happen
- Talking tonight about a project-focus

About Me



- James Woosley
 - Owner, [Woosley Coaching](#)
 - Roadmap Professor, [Free Agent Academy](#)
 - Certified Project Management Professional (PMP)
 - 15 years of experience as USAF Officer and Project Management Consultant



Overview



- What Do You Want?
- Goals & Projects
- Breakdown to Breakthrough!
- Other Factors for Success or Failure

What Do You Want?



What Do You Want?



- Describe where you want to be a year from today
 - *"Begin with the end in mind" – Stephen Covey*
 - Many areas of life (family, physical, business, spiritual...)
- Be specific!
 - As much detail as possible
 - Quantifiable and written down
- This is more than just a goal
 - It's a state of mind, a lifestyle, a sense of accomplishment

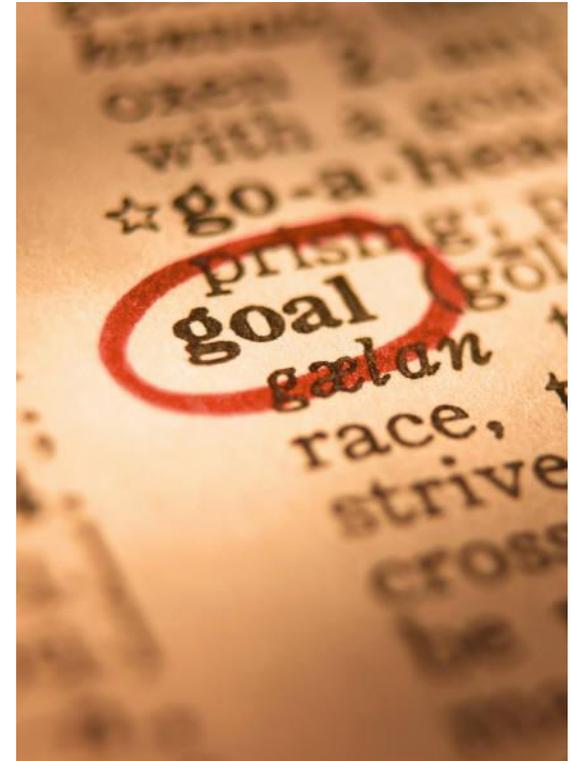


Goals and Projects

What Are Your Goals?



- What do you want to DO?
 - Goal setting is the process of evaluating where you are and where you want to be
 - It requires the establishment of specific and measurable tasks or objectives to be achieved



Why Set Goals?



- If nothing changed in your life over the next year, would you be okay with that?
- Goals help us map our curiosities and desires
- We are born with a hunger for improvement
 - God has placed "eternity in the hearts of men" (Eccl. 3:11)

"Never rest on your achievements; always nurture your potential."

– Denis Waitley

Why We Fail

- Reasons We Fail in Goal Setting & Achievement
 - 1) Procrastination/Fear of Failure
 - 2) Lack of Hope or Self-Confidence
 - 3) Don't Know How
 - 4) Not Written Down
 - 5) Not Specific and Measurable
 - 6) No Personal Ownership
 - 7) No Deadlines or Accountability



*"Failure is an event, not a person. Yesterday ended last night."
– Zig Ziglar*

Successful Goal Setting

■ 8 Laws for Successful Goal Setting

- 1) Put Goals in Writing
- 2) Be Realistic
- 3) Clarify Motivations
- 4) Have a Plan
- 5) You Must Take Action
- 6) Stay Focused
- 7) Become Accountable
- 8) Must Follow Through



"Make no small plans; they have no magic to stir men's souls."

– Daniel Burnham

Projects



- Goals describe the destination; Projects are the vehicles that take you there
- So what are the 3-5 projects that **MUST** be completed to achieve those goals?
- A project mentality is an action mentality
 - You have to make something happen!



Breakdown to Breakthrough!

Fleshing Out the Project

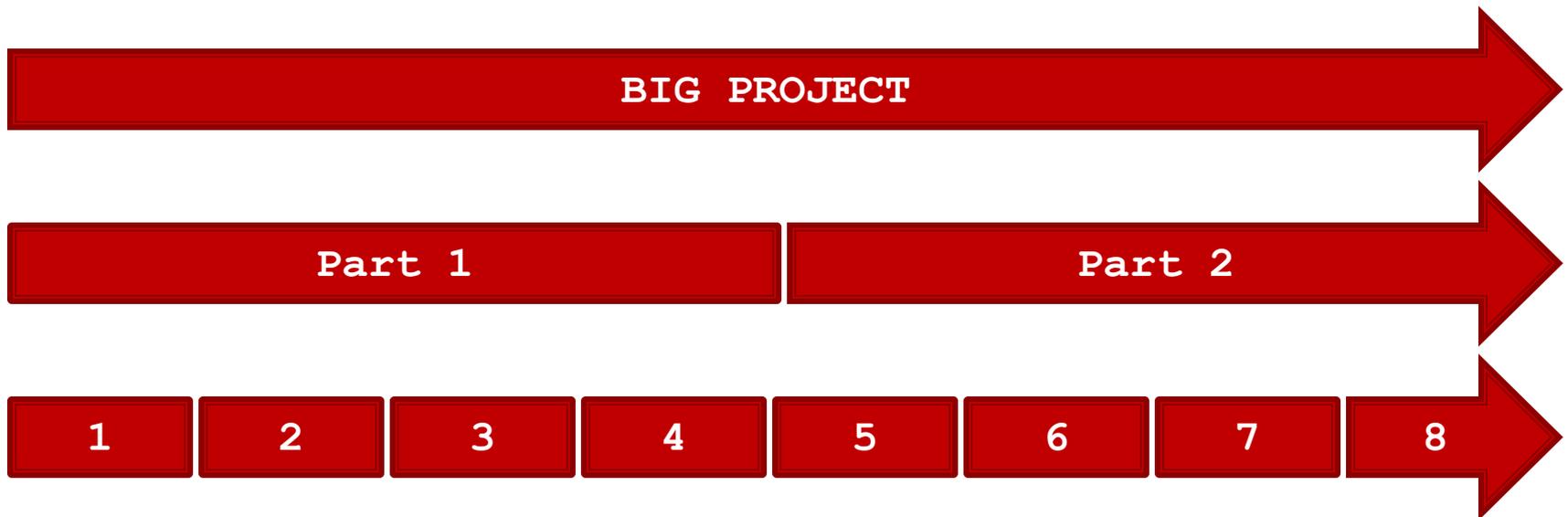


- Use the rule from Journalism 101
 - **What** are you going to do?
 - **When** will it be worked & completed?
 - **Who** is responsible & will do the work?
 - **Where** will the work be done?
 - **How** will the work get done?
 - **Why** is the work being done?
- Do this and you'll have a good story or a good project

What & When



- Everything is made of parts and pieces
 - Machines and People; Dreams and Goals
- Simply break the project into bite-sized tasks



Documenting Project Tasks



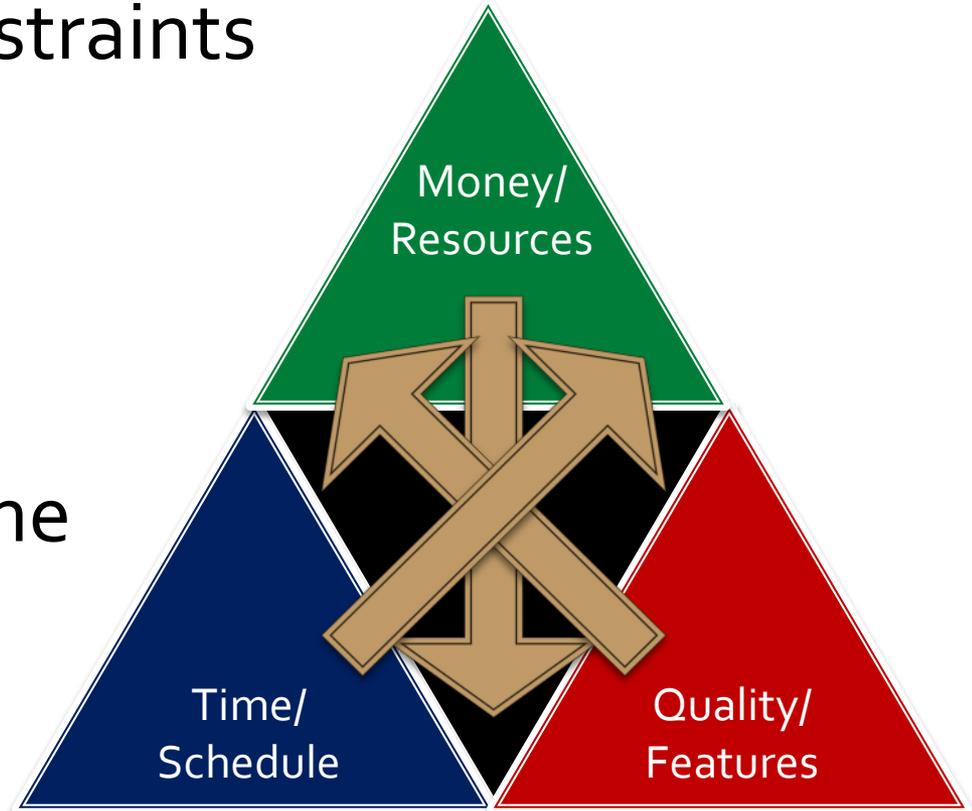
- Work Breakdown Structure (WBS)
 - Hierarchical approach to managing tasks

- **Example Project**
 - **Component Part (noun)**
 - **Action Part (verb)**
 - **Action Part (verb)**
 - **Component Part (noun)**
 - **Action Part (verb)**
 - **Action Part (verb)**

Managing Your Resources



- Theory of Triple Constraints
 - Time/Schedule
 - Money/Resources
 - Scope/Quality
- In advance, determine
 - Your timeline
 - Your budget
 - Your features



When



- How far to breakdown the schedule?
 - Overall Monthly/Weekly
 - Daily may be too detailed, but set firm targets
 - More specific in the near term
 - Create a weekly plan of attack and allow for adjustment

- Projects are Likely to Overlap
 - Projects are not likely purely sequential
 - Overlapping isn't just multi-tasking

Who



- Define Your Team

- Who's Working For You?
 - Supporters/Cheerleaders
 - Customers/Clients
 - Workers/Vendors
 - Advisors/Mentors

Where



- Physical location
- Electronic location
- Travel?
 - In town or far away?
 - Schedule will show difficulties or opportunities

How



- Tools
 - Computers/Phones
 - Manufacturing or Printing

- Processes and Strategies
 - Ad-hoc or Defined?
 - Do what works for you!

Why



- Check your motivations
 - Must have a good reason for each project and all tasks
- Do everything with intentionality
 - Is each task moving you in the direction you want to go?
- Don't do what others want you to do...do what must be done

Lights Out



- If you can't see where you are, you can't see where you're going or where you want to go to
- It's hard to live in the dark
- Your eyes adjust to dim light, but it's not enough to live fully/freely

"If you aim at nothing you'll hit it every time."

– Zig Ziglar



Other Factors

Commitment & Flexibility



- Commitment
 - You have to be absolutely committed to the plan
 - Believe in it enough to go do it

- Flexibility
 - Things will not go 100% according to plan
 - There are no perfect plans
 - New opportunities and challenges will arise
 - Plan – Do – Review – Adjust cycle

Check Your Motivations



- Why do you want to do it?
- What is the outcome (fruit) of each project?
- Don't just go through the motions
 - Box checking alone is not good project management

The Key to Success



- Good Luck or Hard Work?
 - Luck comes to those who prepare – have a plan!
 - Winning the lottery is all luck...unless you buy every ticket (a lot of work!)

- I want to go to the places where I can affect the outcome



Next Steps

Resources

■ Books:

- [Making Ideas Happen](#) by Scott Belsky
- [Linchpin](#) by Seth Godin
- [The War of Art](#) by Steven Pressfield
- [The Art of Non-Conformity](#) by Chris Guillebeau



■ [Free Agent Academy](#)



- Membership community
- Intensive Events
- [Free Agent Underground](#) Blog/Podcast



Need Help Kicking Off 2011?



- Join me for “Man vs. Plan”
 - Four-month intense coaching and mastermind group focused on helping you gain traction for the year ahead
 - Starts Monday, January 10th
 - Mix of group and one-on-one coaching calls
- Full details at MANvsPLAN.com
 - Special 2 for 1 discount available

Recap



- Describe where you want to be a year from now in detail
 - Figure out 3-5 projects to take you there
- Document the tasks for each project and create a timeline
 - What, Who, When, Where, How & Why
 - Be committed but flexible
- Hard work will trump good luck!

Thank You!

Connect with me at WoosleyCoaching.com or on Twitter (@jameswoosley)

