

# Set Yourself, Big, Hairy, Audacious Goals!

By Andrew Laing & Gary Wilkinson

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What is your goal?

The chances are it is quite modest and not very ambitious. In fact \*most people\* don't think big enough when they set goals for themselves.

Of course, you have to keep your goals attainable and realistic, but try and avoid the danger of thinking too small.

What you should be setting yourself are BHAG's (pronounced Bee-Hags).

James Collins and Jerry Porras wrote an excellent book, called Built To Last, and in it they state that having BHAG's...(BIG, HAIRY, AUDACIOUS GOAL's) as being one of the most important elements of success.

Here are the characteristics of BHAG's and how they work:

\* BHAG's must be clear and compelling. There must be a clear target, so that everyone will know when it is reached.

It has to be energizing and highly focused, so that it requires little or no explanation. For example, Henry Ford set the goal of democratizing the automobile - putting it within reach of the working man and woman.

\* BHAG's must take people out of their normal comfort zone. They will thrive on the feeling that theirs is a heroic effort. Only then will they inspire a degree of commitment.

Queen Victoria once said, "We are not interested in the possibility of defeat." And neither are those who commit to BHAG's.

Often it does not occur to them that they might fail. As James and Jerry point out, "To set BIG, HAIRY, AUDACIOUS GOAL's requires a certain level of unreasonable confidence."

When John F. Kennedy made a commitment that the United States would put a man on the moon before the end of the decade, he was setting a risky BHAG.

\* BHAG's must be replaced by new BHAG's as soon as they are attained (or possibly a bit before they are attained), otherwise individuals and companies can become complacent and lose their momentum.

So...what is your BHAG?

Is it big and audacious enough to \*inspire\* you when times are rough?

Is it hairy enough to give you a \*thrill\* just by thinking about it?

Define your own BHAG, and then break it down into smaller components.

It can be useful to give your goals a visual representation as well (a photo or illustration for example), because our subconscious minds respond better to images than to words.

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Co-Owners of The Affiliates Club

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