

BJJ Goal Setting

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You Must Have a Plan In BJJ

“If you’re Serious About Success In BJJ, You Must Know What You Want and Have a Plan for Achieving it.”

There is a well-known yet powerful method of achieving everything you want in life. It only takes five minutes. Anyone can do it but hardly anyone does. Imagine - something you can do in just five minutes which can send your skills through the roof, improve your technique and power-boost your life towards total success. Wouldn't you want to do that right away?

I'm talking about the time-honoured technique of goal-setting.

It has been proved beyond reasonable doubt that people who set written goals lead richer, happier, more fulfilling lives than people who merely drift through life, rudderless.

Now if you're yawning and thinking “seen it, done it” I challenge you to go right this moment and fetch your own list of goals. If you are able to do this, it marks you out as very special. If you cannot go and get your goal list, right this second, may I suggest you stifle that yawn and take a few minutes to do this exercise?

The great motivator Brian Tracy is fond of recounting how often people come up to him and say something like this: "Brian, a year ago I attended your seminar and you got us to do that goal exercise. Well, I did it, but only because you said so. When I got home, I put that piece of paper in a drawer and forgot about it completely. I found it a couple of weeks ago and you know what? Six out of ten of those goals had been achieved by me without my even remembering I had set them!"

Now since this is so easy why do so few people do it?

Why People Don't Write Goals

For a person wilfully to miss out on the staggering advantages of setting goals, there must be a psychological block somewhere. I believe the block is the subconscious realisation that every goal has an associated price tag - that it doesn't come free. It doesn't “flow freely from the wondrous bounty of the universe.” There is a *price to pay* in order to achieve each goal. This knowledge evokes fear which triggers inertia and this stops you from taking this important first step.

Of course most people realise this subconsciously, and after a decade of research, I now believe that I have isolated the main reason why people do not set goals.

It is not ignorance. Everybody now knows the importance of setting goals. Thirty years ago, this was a startling new idea. No longer. Goal setting is a powerful and proven tool for success in any field of endeavour. Everybody knows this, but still they don't do it.

Why?

It can't be the difficulty of the task. Writing out ten goals is not a particularly arduous job - in fact it is quite enjoyable and only takes about twenty minutes. And yet 98% of people never write a goal in their entire lives, even though the task of writing out your goals is so easy and the rewards so obvious.

It isn't even the difficulty of pondering what it is you ultimately want out of life - just ease yourself in with some simple goals, say to learn another 10 techniques and to win a competition this year. Leave complex life-goals ("Who am I? What's it all about? Why am I here?") until you are happier with the whole goal-setting process.

No, there must be something else, and I think I have identified it.

To set yourself a goal means to set yourself up for change. Any goal that you can think of, large or small, basically reduces to the statement: "I hereby promise to change in the following way..." We all fear change - it is the unknown. Fear stops us dead in our tracks.

Above everything else, a goal is a written contract with yourself to *do* something. To achieve even the smallest goal requires discipline, work, and focus; all three in some measure.

How do you think people react when faced with a contract containing the words 'discipline,' 'work' and 'focus'? Why, they break out into a cold sweat. Their hands tremble and seem unable to grasp the pen. They go to sign, then draw back, then go to sign again. Suddenly, they feel faint. The pen slips from their numbed hand and clatters to the floor. They'll sign that contract one-day real soon now - perhaps tomorrow...

I believe this is why people don't set goals.

Something For Nothing

The people who do not set goals still want all of the rewards and goodies which *would* have come their way had they set goals and applied the discipline, work and focus. They want all of these things, but they want them for free. They seek to short circuit reality, and this attitude leaves them vulnerable to the happy-clappy, "you can have it all" seminar snake-oil artist.

The packaging varies, but the message is essentially the same: "The universe has an infinite store of wealth, bounty and benevolence - there is more than enough for all. Just tune your mind into the pulsating rhythm of the universe using the following method (tape set £49.95, book £29.95, course £199.70) and claim your share of this infinite bounty."

People love this message. They sign up for it in their millions in one form or another. They think: "*Why bother to sign that stuffy old contract with all those tedious 'work, discipline and focus' clauses? I could have it all for free merely by tuning in to the bounty of the universe!*"

And so a few more irreplaceable years slip by. They buy the books; their collection of instruction tape-sets grows. Yet strangely, they remain at the same level and powerless as ever. How odd! Seems like the 'mystic bounty of the universe show' is on 104.3MHz FM, and their brain is tuned to BBC Radio 4 - long wave! *"Hmm - perhaps another seminar will help me re-tune my cosmic receiver..."*

I cannot resist telling you a little true story which illustrates this perfectly. A couple of years ago I wrote a booklet entitled "How to Double Your Way to a Million Pounds Starting From Nothing." You've probably seen this, but basically it's a bit of fun with a serious message. The first step is to find a penny in the street. Then, you go through a process of just 28 steps, doubling your money each time, 2p, 4p, 8p, 16p and so on.

Surprisingly, if you were able to do this just 28 times, you would end up with well over one million pounds! I take out adverts in the press which describe this system and offers my booklet for free. It really is free, and you don't even pay the postage to send me your request because we use Freepost. Recently we had a customer on the telephone shouting and raving. He was going to take us to Trading Standards. He was going to get a crowd of mates together and personally pay us a visit. He called us a bunch of conning b***s and he was going to get us, whatever it took. The reason? He had received my free booklet (which cost him not one single penny) and he had had it for one week but still not received a million pounds from out of thin air.

This man, who seemed sane by the way, was virtually incoherent with rage; he was screaming and swearing, shouting and threatening. I thought this was an extremely good example of the *hopeless irrationality* exhibited by many people.

So if you do nothing else, please deprogram yourself from the erroneous belief that success will 'flow' to you if you only concentrate hard enough. That's not how our universe works and authors who produce books and tapes implying that this is so, are doing people a great disservice.

Writing a few goals is not a difficult exercise - each one only takes a few moments - but the point is you actually have to *do* the exercise in order to receive the benefits. Simply reading the exercises is not enough.

The rewards of life come to those who *do*, not to those who merely read, talk or day dream. Action is the key.

Now, with your permission, I would like to ask you a simple question: *"Thinking back over the last twelve months, did you achieve all you set out to achieve?"*

This is a 'yes or no' answer, so don't spend too long considering it.

The answer, of course, is 'no' - unless you are a pathological liar!

Next question: *"Did you set out to achieve anything in that period?"*

Aha! Now that's a more interesting question I think.

Deciding at the start of a year that you want to achieve a certain result by the end of that year, is another example of goal-setting.

High-performance people set goals. Winners set goals. Champions set goals. Losers never set goals. Why? Because it takes about twenty minutes of concentrated effort to write down your goals, and people have far more important things to do than this. It interferes with valuable drinking and socialising time, for example. Such a task would take up nearly a whole episode of a soap opera. You could read a tabloid newspaper from cover to cover in this time.

But there is a more important reason why many people don't write goals as I have intimated already. Writing goals commits you to action, otherwise there is little point in writing them.

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Turning your dreams (goals) into reality will not happen automatically. It will require work and effort.

"Ohmygod! WORK, and EFFORT? Forget it! I'm not writing down anything on a piece of paper which will commit me to that!"

This is why people do not set goals (write down their dreams). They cannot bear to have that piece of paper leering at them in silent accusation as the months and years tick by.

But what is at stake here? Nothing less than success, even a powerful lifestyle, improved happiness, and a fulfilled life.

Perhaps more importantly, you can meet your fear head on and live like a warrior, not a frightened rabbit.

Why Are We All So Afraid?

The older I get the more I wonder what it is we're all so afraid of. Like you, I travel the world and see or hear about *real* problems; murder, torture, death, disease and starvation. Then I return to this grey, stuffy country to witness intelligent and privileged people wasting their lives down the pub or propped in front of the TV screen for, on average, four hours each night.

Many people are also timid and completely risk-averse. Their quest for safety comes way above their desire for pushing the boundaries and living a powerful life.

Achieving great wealth and happiness starts with having a dream. Today's dreams are surely tomorrow's realities.

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No matter how far down you are at the moment, I promise that you can make a greater success of your life from here on in. Not only have I done this myself but in the past 8 years I have helped thousands of people to improve their lives. These are people similar to you. People who were sick of the normality and mediocrity of their lives, just like I was twenty years ago when a small book changed my life forever.

It's a famous book called: *The Lazy Man's Way To Riches* by Joe Karbo. Cheesy title and Joe is long dead, but that was the very first exposure I ever had to the ideas of positive thinking, motivation and goal-setting. The book was sold mail-order at £10. Like millions of people I thought: "Yeah, I know how *he* got rich - by taking £10 off mugs like me!" To this day, I receive about one hundred letters each year which say the same thing about the advert for my own book *The Midas Method*.

Anyway, I thought "what the heck" and decided to give it a shot. (Note: Investing in myself). To my surprise, the book arrived and I remember the thrill with which I opened it. The book was dynamite! It talked about goal-setting and motivation. I had never heard such concepts. It talked about the magic power of goal setting and how it worked. I was highly sceptical, but decided to try (Note: You need flexibility. You must be willing to try something different, even if you 'know' it's rubbish.)

I set my first six goals. One of which was to write a Fitness Product and 'spread the word'. Note this goal. At the time (and I can recall it vividly) this was an impossible, fantasy. Me, a writer? I didn't believe this at all. I was working in a factory, and left school with no qualifications, how the hell was I going to write

anything? (Note: False ceilings keep your aspirations low. What a *low* goal to set, whilst thinking it was an impossibly *high* goal!)

Something changed that day. Imperceptibly. No flashing lights and blaring trumpets. Just a small shift in gear and a tiny angle-change in aiming point. I was not even aware of the change, but looking back I can say categorically that writing my first set of goals was the turning point. If I had not done that, I am totally convinced that I would have remained at Bernard Matthews, or similar.

Instead, I decided to fight. Are *you* prepared to fight?

Writing Your Goals

Within the next hour, you are going to get out of the chair and write yourself a fistful of goals. Here's how:

On a single side of plain, A4 paper, write a list of ten things you would like to achieve in your martial art life; five long term, five short term.

The first goal should be something which you cannot complete in your lifetime. This makes you think carefully. It makes you realise what is important to you, and why you are here. The long-range goals stop you being frustrated by short-term setbacks.

You might be very surprised at what you write for this goal - it might have nothing to do with your present art.

As an example, if you wish to be a great coach of BJJ, your goal might read: "One day, every educated adult on the planet will have heard the name Steven Cowan, and have learnt the first Guard Pass from me." By the way, that isn't one of my goals because I am not out to teach the world - just *you*, you miserable sinner! But it is a good example of something that would transcend my lifetime.

The next goal should state an exact amount of success or achievement which you will one day have. Again, this is a lifetime goal and should not carry a date. Example: "One day I will be the Mundials Champion." This goal quantifies your dreams of achievement and sets an ultimate target. But before you write this particular goal, spend a few moments considering if you are willing to pay the price. Don't want to pay the price? - then don't write such a grand goal. I'll discuss more about paying the price in a different part.

After you have finished writing your list, I want you to look at your "Success" goal and answer the question: "What one thing can I do right now, today, which will take me a step closer to this goal?" It could be a simple thing like a telephone call to a training partner, but write it down as your eleventh goal: "By the end of today I will have..... which will advance me one step closer to my final dream."

The rest of the sheet is for eight specific time-dated goals. For example: "By January 1st 2005, I will have earned my black belt from Sensi Jones at the Cobra Gym."

Goal-Setting Tip #1

Do not get bogged down in worrying about if goals should be in the past tense or future tense; or if they should be written at midnight or midday. The bottom line is that none of this matters nearly as much as actually writing them!

Goal-Setting Tip #2

Do not write a goal in the hope that you will attain it by mystical methods; that somehow the 'bountiful universe' will cause this success to 'flow' to you. It won't. That stuff is for dreamers. To make your goals come true requires action on your part.

Goal-Setting Tip #3

Buy yourself one of those natty little credit card wallets at some point in the near future. They are small leather wallets with individual clear plastic pockets designed to hold about ten credit cards. Write out your goals onto credit-card sized pieces of white card. You should keep the cards in this wallet and carry them with you always.

Normally, goals are written on a sheet of paper - fine if you live alone; you can leave it lying around to remind you of your goals. But if you have a family, or people coming to visit you regularly, then you don't want these people to see your private dreams. So what happens is that you put the piece of paper away in the drawer - and there it stays for several months! I really like this card idea because it means that you always have your goals with you, and they remain private.

Goal-Setting Tip #4

Before writing a big life-goal, do a double check to see if you can uncover the underlying need. It would be a great shame to spend your life pursuing a grandiose long-term goal when in reality this just stands as a symbol for an underlying need - a need which could perhaps be filled far more easily.

How Many Goals?

Remember: Ten things only.

I could have made this a list of fifty or even a hundred items, but this would take an hour or so to complete, and I know from experience that this would result in most people not even starting the job. So, ten things only.

Could I suggest that some of the items are fairly major projects? I would like to make a further suggestion. These projects should take you a little further down the path of where you want to be in life.

As an example, imagine that you have always fantasised about being able to do a full box split. A suitable goal might be: "Be able to stretch a further 5 inches than I can today."

Compare this with a task which would probably take longer to achieve, but would not move you one inch closer to your life's dream, e.g. "Completely rebuild the garage in to a Authentic Japanese Dojo and plant Japanese ornamental trees and shrubs." Although a useful job, unless your aim in life is to become a Authentic Dojo Builder, I think you will agree that this task does not move you closer to where you want to be in life.

Here's another example. Let us assume that you have always wanted to become a Great Coach/Instructor "one day," and that you fancy your chances in video publishing. One of your goals might read: "Spend one day coming up with ten exciting ideas, write each idea down on half a sheet of A4 paper, and rate them 1-10."

Now that goal will move you closer to your dreams of becoming successful, whereas this goal does not: "Take a week off work and spend it reading up on Greek mythology." Assuming, of course, that this is an interest of yours. Notice that this goal also consumes seven days instead of one but does not advance you closer to your dreams. The point here is that if you are only going to set ten goals, then make some of them goals which will move you toward your dreams, as we discussed in the last chapter.

But what are your dreams?

Before you can successfully write goals, you need to have a dream. You cannot make your dreams come true if you don't have any dreams! This sounds obvious, but only a tiny percentage of people can name their dreams: one, two, three on request - and these are the people who will eventually achieve them.

I have deliberately presented this important topic of goal-setting in reverse order to make you think about it.

Effectively I have asked: "*Did you achieve your goals last year?*" Followed by: "*Did you set any goals last year?*" Then I suggested that you set ten life-changing goals and finally I asked you to consider your dreams in order that you might successfully select these goals.

The Key to Success

Now the correct order (the key to success if you like) is as follows:

1. Dream.
2. Break your dreams down into bite-sized chunks.
3. Set weekly, monthly, yearly goals which move you inexorably closer to your dreams.

I'm talking here about big life-planning goals. There is a very real place for smaller goals of the 'Get the technique right, hit the bag 100 times' variety, but these goals are not the topic of this course. We're talking here about the secrets of real success.

As Robert L Schwartz so aptly stated: "*The entrepreneur is essentially a visualiser and an actualiser... He can visualise something, and when he visualises it he sees exactly how to make it happen.*"

Your big dreams and projects are just too complicated to keep in your mind and retain as a coherent whole. If you do not break your dream down into achievable steps, it will remain exactly that - a dream - a fantasy which you keep repeating but never take any action to make it happen.

If you consider the dream "Land a man on the moon by 1969 and return him safely to earth" then I think you will immediately see the impossibility of this project taken as a unit. Only by breaking it down into ten different subsections (propulsion, human safety, navigation, communications, etc.) and then further dividing each section down into ten or more other subsections can you hope to get any kind of grasp or control over the project. Your dreams might not be quite so ambitious as a moon shot, but nevertheless you still need to break them into bite-sized chunks if you are to have any hope of succeeding.

I remember one man who came to me for a consultation recently. His burning ambition was to own the largest collection of old British fairground rides in the country - a strange dream, but this was his passion. His eyes took on a sort of Holy Glow when he started talking about Dodge 'Ems from the 1960s and carrousel from the 1940s.

I hope you can see that this dream requires immediate breaking down into several steps. Off the top of my head, these steps might be:

1. Finance - these rides are expensive, how is he going to raise the money? Loans? Sponsorship?
2. Location - the rides are huge, and if you own a hundred of them, you might need an acre or more, under cover, of course! Where should he locate the museum? How will he pay for the ongoing expenses?
3. Preservation - what do you do with the rides when you own them?
4. Commercial exploitation - is there a buck to be made here? Quite likely. If he has a passion for old fairground rides you can bet that others do as well, and will pay for the privilege of visiting a working museum.
5. Planning Laws, etc. - what are the safety implications or environmental implications?

I am sure there are other areas that need considering. Each of the above five steps can be further subdivided into five or more mini-steps, and perhaps further subdivided again. The trick here is to move from an 'impossible' and nebulous dream to a series of actionable statements such as "Make appointment to see Bank Manager," or "Telephone English Heritage and make an appointment to discuss the feasibility of this project with them."

One Small Step For a Man...

Do you see how this works? Land a man on the moon? Own three million pound's worth of antique rides? Forget it! Those are impossible dreams to hold in your mind together with all of their ramifications. But 'make a telephone call' or 'talk to chief scientist about feasibility' - these are readily achievable.

How do you reach your dreams? One small step at a time. How do you make become a world champion? One win at a time, that's how!

Thinking about the fairground rides for a moment, this is a good case for examining what the *real need* is behind the dream. Owning fairground rides is not a need - it is a strategy for filling a need. Is there a better strategy? I spent some time with this man examining his real needs and together we worked out that he could fill his need (for admiration and respect) a little easier than this fairground plan. The purpose here is not to puncture dreams - it is to maximise your need-fulfilment in the simplest possible way. Being humorous for the moment, you don't want to spend thirty years of your life amassing fairground equipment if this is driven by the fact that your Dad refused to take you to the fair once, when you were seven. This wasn't the motivation of my client, by the way!

If it turns out that your dream is the best and most exciting way for you to fill your needs, and you are passionate about your dream, then go for it and don't let a single person stand in your way. Set goals to help you achieve your dream. Make some goals large and some small. Your large goals act like beacons, guiding you onwards in the right direction, but they contain no detail; this you obtain by the process of breaking each goal down into achievable steps.

Take Ten Minutes to Change Your Life

Beyond all Recognition

If you have not started to write your goals within ten minutes of reading this release, then it is almost certain that you will never write a goal in your life. The consequences of this are too awful to contemplate. You will live your life at about one tenth of your ability and potential. That would be a terrible waste of your talent.

Do not let this happen to you when such a simple exercise can change your life forever.

I implore you to write your goals, now, before you move on to the next secret.

I'll leave the final words with Jim Rohn:

“Goals. There’s no telling what you can do when you get inspired by them. There’s no telling what you can do when you believe in them. There’s no telling what you can do when you act upon them.”