

The Empowered Entrepreneur Show

Episode 045

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Intro: Welcome to the Empowered Entrepreneur Show. Discover your life's purpose, reprogram your mind for success and attract an abundance of paying clients to your business. Now here's your host, Tom Tenaglia.

Tom Tenaglia: Aloha empowered entrepreneur. I am Tom Tenaglia and you're listening to the Empowered Entrepreneurs Show. And today I want to continue our talk on the four requisites for change by talking about requisite number two goal setting. Now I'm actually really grateful that you didn't skip over this particular week. You might've thought about it going, Oh, he's going to talk about goals again, yada yada why should I listen to this? Well, if you haven't listened to last week's episode on release I highly recommend that you do. So we're continuing along the four requisites for change, four things required for change in this order release and goal, action and focus. And so like I said I'm really glad that you're decided to tune in to listen to the talk on goals. I might not be telling you anything you don't already know, but I do want to put it into perspective and how it fits with the four requisites for change.

Tom Tenaglia: So after we've done our release work only then can we begin to really think about the direction and the goal that we have. See when we have baggage, when we have negative emotions and limiting decisions that get in the way well they're called limiting decisions for a reason, they limit us. When we are not able to see as clearly as to what is possible, what's possible for us. So even if we go, okay, you know what here's the goal that I want to have, we do our release work we can revisit that goal and sometimes that goal that we wrote down is just not big enough. Sometimes we look at it and we're like, "Oh man, I can achieve so much more than this." And so after release is when we really get clear on what that goal is because we want to be pono starting the path.

Tom Tenaglia: We want to be right in with ourselves with starting that path. We don't want to bring baggage into the path to the best of our ability. We want to start the path being pono. So now that we've done our release work and we set out to what is it that we want to achieve, NLP does use the concept of SMART goals but I think that what a lot of people misconstrue is there are even more descriptions of each of the individual letters in SMART, and I'll go over what they are. I also want to say there are two types of goals. Well actually there are technically three, but let's focus on two right now. The two types of goals are aim goals and end goals. Aim goals basically they don't end well, that's why they're called aims they're not end goals. End goals end and aim goals are related to the that we do, related to the things that the direction that we're headed.

Tom Tenaglia: So for example if you want a profitable business, well you want your business to be profitable that's an aim goal. That's an aim goal because you want the profitability to continue forever there's no end in the profitability. Then when you start getting specific and you start saying, okay what is it that I manifest? What level of profitability do I want Okay? Well, I want to be bringing in \$2000 a month gross. Okay. Then I want to be bringing in \$10, 000 a month gross. Okay.

Then I want to be bringing in \$50,000 a month gross. Okay. Those are three separate end goals because once they happen, so let's say you say \$2000 a month for six consecutive months, for at least \$2000 a month for six consecutive months. Okay. Increasing each month. Okay, cool. So once that happens, six months of doing that and that end goal is checked off your list. Whereas the doing goal of being profitable continues to remain, the aim doesn't change.

Tom Tenaglia: So in looking at what we want to achieve, so yes we have the SMART goals. Well, SMART goals are more often connected to end goals, and so we take who we are, we're like okay, "I'm an entrepreneur. How am I going to do my entrepreneurial activities? And then we start to craft our aim goal coming out of that. Okay, well I'm going to have a podcast. I'm going to sell these courses, I'm going to run these webinars, I'm going to do all these things. At the end of the day here's what I am aiming for my business, for my customers, for me here's what I'm aiming for. And then we start looking at okay what are the mile markers along the way? And those become essentially the end goals. So SMART is helpful to qualify the end goal. So when we look at SMART, you know the S yes is simple and basically you do want to have your goals to be pretty... Sorry, not simple specific.

Tom Tenaglia: Got you. So many podcasts being recorded today it's kind of interesting. It's interesting when you're on a roll and you don't realize that what you're saying. And so I need to what's called honu which is to breathe, I need to just take a breath and to center. So always helpful if there's a situation where you're like, "I need a ground. Okay, let's just come back to earth." I felt like not editing this section out because we all have those moments. We all have those moments where you just need to be like, okay, let me take a honu, let me ground, let me focus, let me center, let me come back to what it is that we're doing. And so for SMART goals the S is specific and so we do want to be specific and the way I like to look at specific is can I film? It is a copywriting trick.

Tom Tenaglia: Can I film it? Can I put a camera on it? Can I show this goal to somebody else? And they'll be able to tell me if what I filmed is that goal or not. It's the litmus test I use. M stands for measurable generally speaking. Can I measure it? Is there some data behind it and also meaningful to you, is the goal meaningful to you? It's basically for you not for anyone else and so it's self-initiated and self-maintained. As we talked about in previous episodes, comes from within and is driven by within.

Tom Tenaglia: A is as if now meaning it's written in the present. It's written as if now because tomorrow never comes. Tomorrow is not a date you can find on the calendar. So you need to write it in the present, past the present and the future all happened in the now moment so write it as if it's happening now. All areas of life is another A, so it should be pono with the six areas of life, physical health, spirituality, personal growth and development, family, career and relationships.

Meaning if somebody has a goal to go back to school to get a PhD, well and if they have kids, maybe they should talk to their kids to find out how to stay in harmony with the kids while they're dedicating to the path of becoming a doctor. So as if now all areas of life and achievable, yes. It should actually be achievable. If you have a limiting belief around the achievability of it, but you see other people achieving it is achievable. We then have to release the limiting belief.

Tom Tenaglia: The R realistic. It should be realistic. It should be something again, realistic same banana. If you calibrate to somebody else, if they already have it, it's realistic for them. It's realistic for you. Other people have done it that's possible for you. Or if you want to set a world record like Roger Banister did when he broke the four minute mile. He had a belief that it's possible. You can't achieve something on the physical without having a belief it's possible to do. It's just impossible. So he had a belief, he became the one then other people said, "Oh, well Roger Bannister did it, he broke the four minute mile I can break the four minute mile too." It became realistic now. There was a guy who came into class, came into a math class one day, wrote down what... I think I mentioned this on previous episode two, wrote down what was on the board, thought it was homework, went home and solved it, brought it in, handed in to the professor.

Tom Tenaglia: Professor said, "What's this?" He says, "The solution to homework." The professor looked at it and said, "You were a few minutes late to class. What I had on the board was an example of an unsolvable problem. You went home and solved it?" And he looked and he said, "That's actually the solution." The guy solved what mathematicians were saying was an unsolvable problem. The guy didn't have a belief that it was unsolvable. He had a belief that it was homework, which also presupposes that it's at his level of mathematics that he knows so he can actually solve it. So beliefs are important. Limiting beliefs get and like I said, as I described in the last episode, limiting beliefs can totally derail a goal. They don't feel like negative emotions. There's no anger, sadness, fear or guilt.

Tom Tenaglia: There's no charge to it but a limiting belief is mental and it can totally derail. So we need to make sure that it's realistic, realistic for you. Also responsible and ecological. It needs to be good for you, good for others, good for a community. It needs to be aligned, it needs to be pono for you, others and community. And the T is timed meaning give it a date, get specific with it but put a time on it and also towards what you want. It needs to be in the direction that you want to go, not away from something that you want to run away from. Otherwise once you get it, there's no motivation behind it anymore. So the towards actually creates a sense of a driver, a motivation.

Tom Tenaglia: If there is any away from in what you're doing, "Hey I want to be fit because let's say because I want women to like me." Well is the internal representation of that and away from of women rejecting you? Well if it is we should probably

let go of the negative emotions, limiting beliefs around rejection and then look at how do we make your goal of being fit, self initiated and self maintained. So how do we make it towards what you want and from within. Comes from with you, comes from within you and is for within you. Then by doing all of that, writing this all out. So again, these are the end goals.

Tom Tenaglia: So then we know we're going to take these action steps, move in this direction, these are the mile markers along the way. And it all stems from being true to yourself as we talked about in a couple episodes previous. So if you're aligned with your astrological chart, you're aligned with your native truth. This is why I bring astrology into my breakthrough sessions for release because I want you to be able to take who you are into what it is that you do, right? I mean, Margaret Young basically said that people think that they want to have money so they can be... They do it backwards. People think that okay, they have money, then they're going to go buy something and they're going to feel good but the way it works is the other way around. You've got to feel good to manifest what you want and then you'll be happy... Sorry, you got to feel good, then you start getting the money, then you can start buying the things that you want.

Tom Tenaglia: So it starts from who you are into what you do into what you manifest. You can't look at the manifestation and then go up, not directly at least, you have to have the foundation. You have to have the foundation where you're taking who you are into what you do. So I take astrology into an astrological breakthrough session, do the release work now we're able to set the goal that aligns with who you are, brings the energy from who you are into something that you can go do and build. And then we start talking about the action steps along the way and maintaining focus. So we have requisite three and requisite four that we still have to talk about in the next two weeks.

Tom Tenaglia: So basically they all tie together. And so along the way, those end goals, those SMART goals are related to the implementation of taking who you are and doing something with it. If I'm an entrepreneur, I should be doing entrepreneurial activities. And then how I do that aligns with who I am and my mile markers along the way. Tell me, am I on track for what direction do I want to go? Because there's many ways for me to make a difference in the world that could be an aim to make a difference. What's a mile marker though in terms of what's an end goal that gives me an indicator as to am I making a difference? Am I making a difference that I want to make? So goal setting here is basically a way of consciously directing the energy of who you are into a form of manifestation.

Tom Tenaglia: And we've only talked about one direction of moving the energy, right? There's a whole nother direction where once you've built this foundation, then you're able to ascend back to spirit and reconnect. So you're able to take if I want to make a difference on the planet, right? I need to bring in the resources to make the difference. But the difference making is actually bringing my foundation and is sending it back to spirit going here, I'm becoming spiritual in this process.

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Helping people move along a spiritual path, helping them live their best life, helping them get in touch with who they are. So if I'm talking to somebody about manifesting money and career, that's one thing, but if I'm talking to somebody about who are you as a soul and what's your potential in this lifetime based on what you've set out to do in this chart and how do we best get you to achieve that potential?

Tom Tenaglia: I'm actually talking, helping them get more in touch with spirit. So spirit comes in, they let go of the limiting beliefs, negative emotions, they're able to manifest the things they need to manifest. Now they got to do something with what they manifested and they go back up and they start doing something that is spiritually connected. So same thing, clients show up for me, I helped him on the path, I make money doing it but I'm also helping them to connect more with their spirit and my helping of them actually connects more with mine.

Tom Tenaglia: Each podcast episode is continuing to get better and better and better and my passion comes out, my solo episodes are so much better now. It all stems from being able to take the energy of who I am, bringing it in, building a foundation, and then launching off that foundation to achieve, to return essentially bring the energy back to the spirit, complete that cycle. So in the next episode, we'll talk about action. So after you've released and then set your goal, how do we begin to take action on the path? And so think about that. Start thinking about how do you start putting action behind this goal you just set. And with that Aloha; a hui hou; I'll talk with you again soon.

Outtro: Thank you for listening to the Empowered Entrepreneur Show.