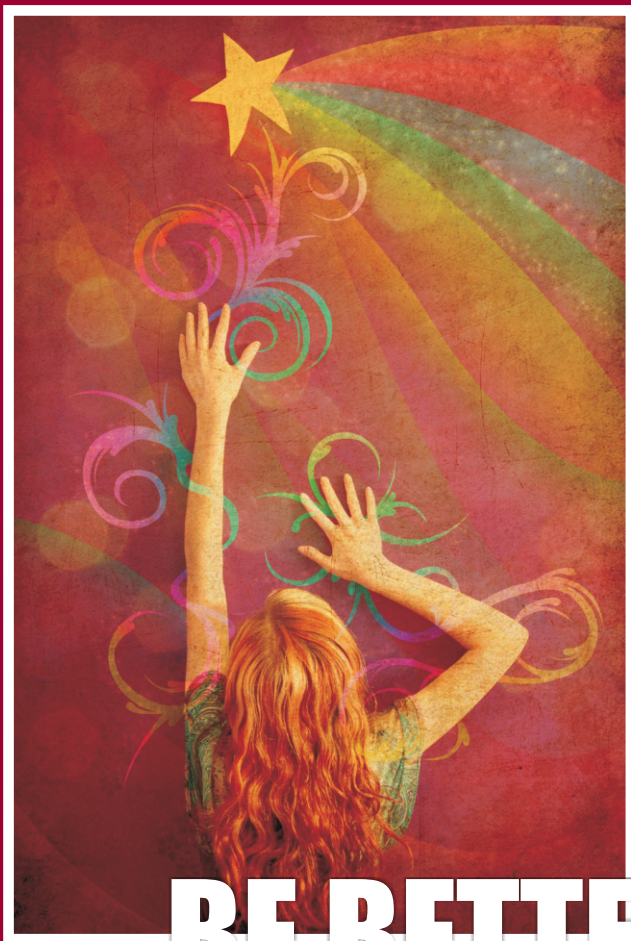




BE BETTER

Designed and Compiled by
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Published by
Nikhil Foundation

BE BETTER

A Manual on Goal Setting

Designed and compiled by

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I. INTRODUCTION



“Be better” is the theme of Junior Chamber International, a worldwide Federation of young Leaders and entrepreneurs. You may ask me Why “Be better” And not “be the best”. Be the best means you are the number one in your field and you have reached your best. The chances are slim for further growth. If it is “be better” still you have plenty of chances for further growth. Attempt something

beyond every time which will result in value addition in the quality of your performance. This also reminds us about kaizen culture which is continuous incremental improvement ie constant improvement in an individual. This means today you are better than what you were yesterday.

Though there are many aspects to be touched for becoming better. Let me choose one most important point. People call it **“the light house of an individual”** guiding his journey ahead in life. In other words it is his life purpose. Let us see what it is and how it can be achieved? In Vedas it is said that your life purpose shall be **“Agnana, santhega, viparyaya rahitha lakshyam.”** That means your life purpose shall be free from ignorance, doubts and mistakes. In one Tamil film “Arpudham” the heroine says to the hero that there shall be a highlight in one’s life, leave alone the initial given by one’s father. May be he is known in a better way to his neighbours or to the people in his residential area, or to the people in his town/state/country.. To be precise he shall leave a legacy which shall be followed at least by a few. This purpose in life may also be called the penultimate goal or life goal. Hence it is better to start with what is goal and how it can be set?

11. GOAL SETTING

~ is it needed?

*Human behaviour is
purposive, that is directed
towards a goal.*

- Edward Tolman

Goal is a force from within. This drives you to accomplish your dreams and desire into reality. It guides you in your life journey like a pole star helps the sailor in navigation. Rather a single pole star in reality you have many different pole stars like goals in many avenues viz., family, profession, spiritual, physical, social, etc. When you achieve one goal it acts like a self fulfilling one and reinforces your other goals.



Consider a wooden log floating in a sea. Unless the wind blows in a favourable direction it is very difficult for it to get ashored. There is every chance that the wooden log may go into pieces by being choked in water and the chances of reaching a favourite destination are slim. People say a life without a goal is like a ship without a rudder. It goes nowhere. It will sink or run aground. The goal ahead only stimulates and goads you to surge ahead, struggle and succeed in your pursuit. History proves that all successful people had set goals in life and worked for them

Imagine you are sitting among the audience witnessing the Foot ball World Cup final wherein the Argentina and Brazil are vying for the cup. The players are ready and the umpires, marksmen are also ready for action. Millions of viewers are glued to their TV sets for witnessing this match. But there is a delay in starting the match and everyone is puzzled. Finally you find out the reason as both the goal posts are not in their places. Without the goal posts how the match can be conducted?

Imagine you are traveling in a bus to reach your place which is 40 minutes away. When the conductor asks about your place of destination you simply ask for some ticket. Can the conductor issue the ticket without knowing your place of destination? Will he shout at you? Or order you to get down?

Whether it is a 90 minute foot ball match or a 40 minutes travel in a bus you need a goal (posts) or destination. But for

your life, how many of you are sure about your life's destination. Is it visible to the physical eyes or you can see only in your mind's eyes?

A young man approaches an old man in a four way junction asking him which way to proceed. The old man asks about his place of destination which the young man could not specify. The old man tells him to go in any direction as it doesn't matter. If you don't know your place of destination then you can't be sure about even the direction in which you have to proceed. If you are not specific about your further progress in life then you have to proceed as per others' directions. Either you have to dance on your own accord or dance to the tune of others. Do you want to have a tune of yours?

So, setting a goal is the first step in your journey to reach your destination.

III. PROCESS OF **GOAL SETTING**



People say Goal setting is an action plan. You are clearly planning your future which leads to a series of activities which culminates in achievement of the desired. Every creation in this world has got two steps viz., mental creation and physical creation like we draw a plan before we actually construct a house. We can take the lead from the carpenter's philosophy of **“measuring twice and cutting once.”**

Goal Setting is the process of setting it clear in your mind and then putting it in black and white:

- ▶ **Where do you want to go?**
- ▶ **What do you want to do?**
- ▶ **What do you want to be?**

The answers may be relating to the **Destination** you want to reach in your life, the **contribution** you want to make and the **Character** you want to be known. What the mind of a man can conceive and believe, it can definitely achieve. Believe in your self. Belief can move mountain... you can also complete herculean tasks with belief. Upanitatham, Buddha, Emerson and Bible says, “What you believe in the bottom most part of your heart will make you as such.” You need a plan to achieve the above said three

Planning:

I remember a story told by an ace trainer of Junior Chamber International, Shri.T.K.Chandrasekaran. “Long long ago in Uthar Kasi there was a practice followed to select a king and allow him to rule only for 5 years and after that leave him in the near by jungle only to become a prey to the wild animals. It is the practice of the boat man who was entrusted with the job of leaving the king in the other bank where the jungle remained to tie the reluctant kings to the boat and travel to the other side. But one of the kings in his journey was very much willing to go to the jungle and this boat man asked the reason with surprise. The king told him that this eventuality he had expected at the beginning of his tenure as a king of Uthar Kasi. He said he has sent best hunters to the jungle to hunt the wild animals in the first year

itself. In the next year he has sent people to cut trees and create agricultural fields. In the third year he has sent people to construct houses in the jungle. In the next year he has settled people there to reside. Since he is going to rule the kingdom he has created in the jungle he is not worried rather very happy to go to the other side.”

The king was able to set his goals properly and avoided being prey to wild animals rather able to become a king of the kingdom he has created. This goes on to prove that the king not only planned but also envisioned his future

Vision:

If you can dream it, you can do it -Walt disney

*When you let your dreams die, something dies
within you -Denson Franklin*

No dreams come true until you wake up and go to work. For that you need vision. When a father and son went for a morning stroll the son asked the father,”Pappa, how long you are able to see.” The father told, “if it is a clear sky I can see upto a Kilometre.” The boy chuckled and the father got irritated. He asked his son, “how long you can see?” The son replied, “ I can see upto the pole star.” The father was really irritated. After some time they have crossed a big ground. Now the son asked the father, what he sees. The father said, “I see a football ground”. The son again chuckled. This really irritated the father and he asked his son, “What do you see?” The son replied, “ I see a big factory and number of houses

adjoining and I am going in a Tushan Car” Here what do you infer from their replies. The father’s vision is simply biological but the son’s vision is focusing towards future. The son can be called as a visionary. History has identified many visionaries to us.

*Before the end of this decade man should set foot
on moon.* *- Robert F.Kennedy*

Our own former Prime Ministers Jawaharlas Nehru and Indira Gandhi were considered visionaries. The vision in yet another former Prime Minister, Mr.Rajiv Gandhi helped this country go through the process of Liberalisation, privatization and globalization with ease. Here your vision should help you find out your life philosophy or purpose.

Let me go through the words of Stephen R. Covey. When he has been asked about the purpose in life, he has replied as follows: **“to live”, “to love”, “to learn”, “to lead” and “to leave a legacy”**. Leaving the legacy is the ultimate thing. Like a jet’s travel is identified by its trail of smoke our journey in this planet will be identified by the trail we leave here. As the great sage Valluvar says, “Every man is identified by his left over.” When we were born we were crying but people around were rejoicing. When we leave we should be rejoicing for the fulfillment of our life purpose and people around should feel for parting us.

IV. BENEFITS OF **GOAL SETTING**



I am trying to enlist some of the benefits here:

- ▶ It improves your self image.
It improves you today and makes you better tomorrow.
- ▶ It makes you aware of your strength, which can be used to overcome obstacles and provide solutions to problems.

- ▶ It makes you aware of your weaknesses. You can overcome them, or change the goals in order to avoid frustration at that point of time.
- ▶ It helps you to rejoice in achieving the goals set, making you stronger and better motivated to tackle difficult and stiffer goals easily and with confidence.
- ▶ It gives you well laid track to have a smooth run to your destination.
- ▶ It brings you down to earth from wishful thinking.
- ▶ It helps you to set priorities on a rational basis and forces you to be specific.
- ▶ It makes you responsible for your life. It helps you to establish your values.
- ▶ It helps you to make decisions
- ▶ It helps you to motivate yourself on the road to success.

V. HOW IS YOUR **LIFE?**



Circle the words that you think are closest in defining your life

Adventurous, Agony, Funny, Tiring, A Puzzle, Pious, Routine, Active, Challenging, Boring, Festive, Hard, Fun, Trying, Acidic, Practical, A Lesson, Confusion, Powerful, Constructive, Monotonous, Meaningful, Purposeful, Cheerful, Objective, Mysterious, Struggle, Happiness, Dynamic, Satisfying, Focussed, Fearful, Peaceful, Enjoyable, Stimulating, Positive,

List out four important words among the circled ones and try to find out whether they are complementary to each other and they reflect your life values to be followed to achieve your purpose or mission in life.



VI. WHY WE **HESITATE** TO SET THE **Goal?**

1. The barriers in the initial stage makes us hesitant to set the goals
2. It is difficult to change the die hard habits
3. Always expecting some miracle to happen
4. Fear of failure or being ridiculed
5. Setting very difficult goals
6. Finding it difficult to imaging oneself as a successful person



VII. CHARACTERISTIC OF **GOAL SETTING**

Your goals must be SMART i.e.,

S pecific
M easurable
A ttainable
R ealistic
T imely

Let us take the example of our former President of India Dr.A.P.J.Abdul Kalam's goal of a Economic Super Power India by 2020. The goal is specific-Economic Super power; it is measurable as the growth from the present level to the super power; it is attainable as the greatest human resources available in the country will bring lot of foreign exchange by the future expatriates; it is realistic as there are only two countries are having younging population and all the developed countries which need man power are having only an ageing population; hence it is realistic; it is timely as there are 12 years from today to achieve that goal.

For example if Ram wants to score first mark in the ensuing semester exam in the college then he should fix his goal as "I will score first mark in the ensuing semester exam in all the subjects", it should also be a **Measurable** one for example If Ram wants to get first mark by scoring 90% then he should fix his goal as "I will score first mark in the upcoming semester exam with 90%", it should also be an **attainable** one i.e., it should be attained by the person. If Ram is a poor student trying to score good marks he should aim to get reasonably high marks like above 60-70%; he should not aim straight away to score 90% in the exams, it should also be **realistic** i.e., being a B.Com student Ram should not aim to become a doctor, it should also be **time bound** i.e., Ram should fix his goal as that he should attain B.Com degree within 3 years.



VIII. STAGES OF GOAL SETTING

Short-Term Goals:

Short-term goals are those that can and should be completed in less than a year. Short-term goals may be **daily, weekly, monthly, or quarterly goals**, as an example—goals you want to complete within that given timeframe. The completion of short-term goals should directly relate to the achievement of your mid-term and long-term goals. Completion of your short-term goals indicates you are steadily working toward your goals.

Mid-Term Goals:

Mid-term goals may take you three to five years to realize. Mid-term goals will take longer than short-term goals to achieve, and the completion of short-term goals should contribute to the achievement of mid-term goals. An example of a mid-term goal might be to pay off your car loan within 36 months.

Long-Term Goals:

Long-term goals will typically take 10 years or more to realize. Long-term goals cannot be completed in a short time. They are the culmination of the achievement of many smaller goals that lead, step by step, to the completion of the long-term goal. Long-term goals are best measured by results.



IX. HOW TO **ACHIEVE A GOAL**

A goal can be easily attained
by adopting these ways in your day
today life

1. By writing it on a paper
2. By surrounding your self with
master minds who are intelligent
than you
3. Set your goals as big as you can
4. Asking for help
5. Goal should be daily i.e., one
should think about his goal daily

6. Act according to your priorities while you do your work
7. Have effective intra communication
8. Purpose, passion and Persistence helps you to achieve your goals

A goal can be achieved with a serious daily work. One cannot escape from goals by saying that he has no money or opportunity or luck or environment as it does not require these things it requires only **will power and courage** to attain it. If you think you can achieve your goal you can, if you think you can't you can't. Our first citizen says that one can be successful by dreaming it is true. There is a saying goes like this "Success belongs to those who believe in the beauty of their dream" which proves the above said verses of Dr A.P.J. Abdul Kalam and effective intra communication helps you to achieve your dreamed destiny.

X. INTRA COMMUNICATION

– the power to succeed



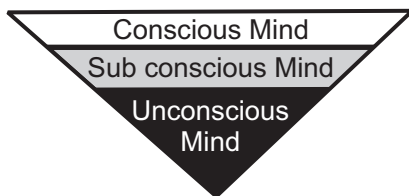
Dreams are in a way strong beliefs help you to construct castles in the air. When they become strong desire, your pursuit towards your dreams will help you to come out with hard work, the pillars of such air built castles.

Then comes question of “how to make your dreams as strong beliefs?” One powerful method which comes in handy is **intra-communication**.

Intra-Communication

It is not the communication you make with the outside world but the communication you make with yourself sets your pursuit

moving towards your dreams How to communicate with oneself is really an art. It should be effective in the sense that it should go to the deepest part of your mind i.e. sub-conscious mind. Even when you are sleeping the involuntary organs are functioning continuously because of the influence



of subconscious mind. People even say that the reflexive actions are controlled by subconscious mind. Ensure your dreams and desires to be part of this subconscious mind, then that will take care of your functioning in the direction of your dreams. You can master the same by one of the 3 methods listed below i.e. to make an effective communication between your conscious mind and subconscious mind.

1. Affirmation
2. Meditation
3. Visualisation

1. Affirmation:

It is like chanting mantras. You have to chant your desire repeatedly which will help you to take these mantras to your subconscious mind. For example if you want to become a number one business man, you can use the following affirmation statements:

I want to be a no.1 business man in my field

I must be a no.1 business man in my field

I will be a no.1 business man in my field

Get these statements written in your mirror and whenever you comb your hair you can chant these statements. In due course these statements will be imprinted in your subconscious mind and your subconscious mind will ensure your performance as no.1 business man in your sphere of activity.

2. Meditation:

You can follow the method prescribed by any one of the schools in doing meditation. There are umpteen numbers of schools teaching you meditation and you may go to any one of those schools and learn meditation formally from a teacher.

If you don't find time then try doing this exercise:

Close your eyes in sitting position. Try to observe your breathe while both inhaling and exhaling. Do this for 15 minutes. Research reveals that while doing meditation your metabolic rate and the pulse rate comes down. The research on brain during meditation tells us that Alpha waves are produced at the initial stage and theta waves are produced when you go into deeper meditative mood. Psychiatrists say that is the right moment for effective communication between your conscious mind and subconscious mind.

While opening your eyes after 15 minutes tell within yourself as follows: **“I am the no. 1 business man in my business”**. Do this exercise every day continuously for 21 days. From the 21st day onwards your subconscious mind will take care of your performance as no.1 business man.

3. Visualisation:

This is nothing but visualizing yourself as receiving the no. 1 business man in the Indian Business Industry award from none other than the President of India at Rashtrapathi Bhavan, New Delhi. Visualise that you are getting a communication from the Industries Minister at the Centre requesting you to come and accept the no.1 business man from the President in a function arranged in the Rashtrapathi Bhavan. Imagine you are flying to Delhi by Air India flight. You have to see the big picture of yourself before a gathering Rashtrapathi Bhavan. Try to hear your raised voice, the clapping of the audience and try to smell the fragrance around, and see the eagerly looking eyes. This will help you to paint a picture of yourself as no.1 business man in your subconscious mind.

These methods are helpful not only to become a no.1 business man but also to become somebody special in life viz.

No. 1 Business man in the City / State / Country

No. 1 Student in the College / University

No. 1 Athlete in the Town / State / Country



XI. POWER OF **3 P** _s

Purpose, passion and perseverance are the 3 ps which power your way to achieve your goals and ultimately reach your desired destiny.

Purpose:

It is said that Purpose is more important than the potential. A small girl found her brother sick and asks her father how to cure his brother. The father said only a miraculous drug can save him. With her limited savings of Rs20/- she went to a medical shop and asked for the miracle drug which can save her brother. The Medical shop owner

was puzzled by the demand as he doesn't have such a drug in his store. However his younger brother, a famous surgeon of the City over hears the conversation and told the young girl that he can provide one such drug and asked her to take him to her brother. He found that the boy's problem can be solved by a surgery and does the surgery after receiving Rs.20 from the girl. The boy got cured. Here the girl was passionate to cure her brother and also persistent in her attempt despite having no potential for such a costly treatment. This can be applicable in your personal life also. If you have a definite and noble purpose and you are passionate and persevere towards achieving the same you can achieve it even without the potential to achieve the same.

Even in my life I have seen this come true. When I have lost my younger son in a road accident, I have founded a trust in his name aiming to empower the rural youth through its life skill education programme for the school students. Though we do not have the potential we were able to cover nearly 27000 students from 75 institutions in these two years as help came from unexpected quarters. My sincere suggestion in this regard is you have to be passionate and to persevere till you achieve your purpose.

Passion:

Unless you are passionate about your life purpose it will be very difficult to achieve the same. What I mean by passion. It is nothing but your deep desire to achieve your purpose. If you become passionate you will forget hunger,

Infact the history of the world is the history of the passionate people as some body told.

Passion helps you to sacrifice many of your other desires in pursuing your life purpose. The student who wants to score the first mark doesn't mind sacrificing sleep in the early morning. A sportsman almost practices for ten hours in a day and willingly sacrifices his pleasure in other activities for the sake of playing at the highest level. Students who fall in puppy's love even sacrifices their studies, the first and foremost duty of them. Gautam Buddha sacrificed all his worldly pleasures in pursuit of enlightenment. Pisiranthaiar did not mind to sacrifice his life for his passionate friendship with Koperuncholan.

Many passionate mothers sacrifice their comforts for the sake of their children. The passion in liberating the Burmeans from the military rule helps Aung San Suu Kyi to sacrifice personal freedom and continues her fight even in house arrest.

Perseverance:

The third P is more important in the sense that it helps you to continue your pursuit towards your life purpose. The extraordinary determination on your part only will help you to persevere. Think about Thomas Alwa Edision who only knows how a bulb cannot be manufactured in 3999 ways. These many failures undeterred him in finding out the bulb ultimately by the 4000th way. Robert Bruce learnt the

sleep and even reluctant to see all niceties around. You will be constantly looking at your purpose like a fisherman looks at his float. Please remember if you want to somebody in life you have to be passionate about your purpose of life. Let us some of the examples which have demonstrated how the people cited have demonstrated their passion in their achievements.

The passion towards dance helps actress Sudha Chandran to dance Baratha Natiyam even with one wooden leg.

The passion towards cycling in Lance Armstrong made him winner of “Tour de France” for seven times despite suffering from blood cancer.

The passion in Tendulkar towards cricket helps him to be around at the highest playing level even in the late thirties.

The passion in Sergie Bubkov helped him to break his own records in pole vault several time.

The passion in Mahatma to get Swaraj helped him to achieve the same with non violence till then unheard as a potential revolting tool.

The passion in Dr.A.P.J.Abdul Kalam towards the growth of this nation made him a darling of the youth.

The passion in P.T.Usha helped the girl from Payyoli to run in the highest level of competition.

The passion towards cricket in Mohinder Amarnath helped him often to bounce back into the Indian cricket Team.

perseverance from the spider and ultimately won his battle. The speech of Winston Churchill “Never, Never, Never, Never give up” is again emphasizing perseverance. The life of Abraham Lincoln exhibits perseverance.

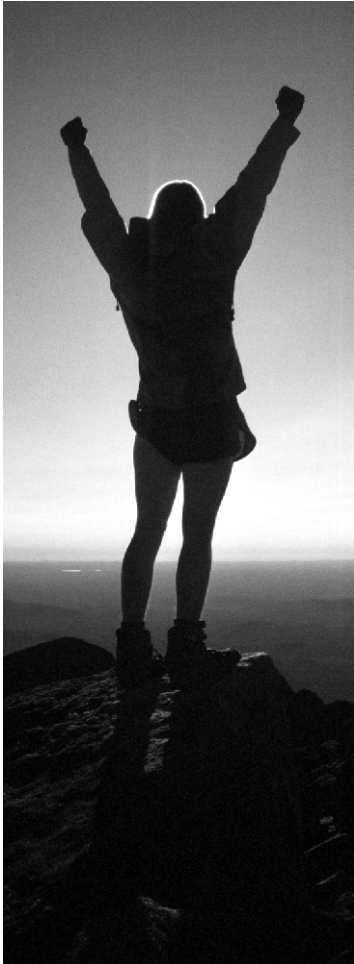
- ▶ At 9, his mother died
- ▶ At 22, he lost his job as a clerk
- ▶ At 25, he was defeated in a legislature election
- ▶ At 27, he had nervous breakdown
- ▶ At 28, he lost his beloved
- ▶ At 30, he lost the election for the post of speaker
- ▶ At 35, he lost the Congress election
- ▶ At 46, he lost the Senatorial elections – around the same time he lost his son.
- ▶ At 47, he lost the Vice Presidential elections
- ▶ These failures could not shake his perseverance
- ▶ At 52, he became the President of USA

The old parable also stresses the importance of perseverance:

“One day a farmer’s donkey has fallen into a well. It cried piteously for hours as the farmer looking out various options to retrieve his donkey. He was literally weeping as he was quite confused about saving his donkey. His neighbours advised him to close the well as similar incident should not happen in future. Finally he decided the animal was old and the well needed to be covered up anyway and it just wasn’t worth it to retrieve the donkey. He invited all his neighbors to come over and help him. They all grabbed a

shovel and begin to shovel dirt into the well. At first, the donkey realized what was happening and cried horribly. Then, to everyone's amazement he quieted down. A few shovel loads later, the farmer finally looked down the well and was astonished at what he saw. With every shovel of dirt that fell on his back, the donkey was doing some thing amazing. He would shake it off and take a step up. As the farmer's neighbors continued to shovel dirt on top of the animal, he would shake it off and take a step up. Pretty soon, everyone was amazed as the donkey stepped up over the edge of the well and totted off ! Life is going to shovel dirt on you, all kinds of dirt. The trick is too not to get bogged down by it. We can get out of the deepest wells by not stopping. And by never giving up! Shake it off and take a step up !” You need escape velocity to do this. Only a rocket powers with escape velocity to overcome gravitational pull to go out of the earth's orbit. Here we have been pulled down by many factors like in the case of a diabetic he is being pulled down by the desire to eat sweet and could not deny the serving of a cup of ice cream. If he is empowered with escape velocity he will very well say no to the ice cream offer.

XII. CONCLUSION



Man's needs and wants can be summed up in three words: money, satisfaction and recognition. When goals are achieved it gives all these three things in abundance. Here money and recognition are considered as mean values and satisfaction is the end value. When one achieves his purpose in life he will have the satisfaction, the end value. But it is easily said than done. To achieve one's purpose in life we have seen that he has to be passionate about his purpose and resoluteness in persevering in his pursuit. So friends, try achieving your purpose with the help of the other two Ps-passion and perseverance which will see that you are bettering your performance every now and then and live truly to the theme of "Be Better". I wish you all the very best.



Nikhil Foundation



The foundation was founded in memory of N.Nighileswaran, an irreparable loss in one family was converted into benefits for more than 75000 underprivileged school children so far. Nikhil himself a philanthropic individual had a mission of helping the fellow citizen and loved by the students and teachers. The foundation got registered on 27.10.2007(1742/4/2007) to achieve universal peace through empowered Indian Citizens.

Vision:

To empower the youth of India

Mission:

By imparting life skill education programme to the youth of this nation in helping them to empower towards excellence for proactive performance and to become responsible citizen and through them strive to make India as a front runner in bringing out universal peace.

Theme:

Empowering youth towards excellence.

Services

One day free life skill education/ Empower Thyself programme is conducted for the rural underprivileged students studying in Govt., corporation, Municipal, aided schools and Govt. Colleges.

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