

The Non-Planners Business Plan

#2 Name one big goal

We all have 24 hours of the day. We have multiple priorities and demands on our time and attention. You likely have plenty of ideas. The challenge is to cultivate the key skill of discernment. Discernment requires prioritising. It requires saying no to some things and parking other ideas to revisit later.

Discernment means you're working with the utmost efficiency to use what you've got to make the best and most appropriate decision for you, right now.

So what's your one big goal for this year for your business?

If you were being bold in business and playing a bigger game, what would you be doing?

If your desires were given shape and structure, what would you do in your business?

What would your business and work look like with this one big goal fulfilled? Colour in the details.

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– Notes –

Challenges to naming one big goal is it provokes a massive case of FOMO (fear of missing out). It's the same feeling when you've just ordered a meal in a restaurant and you're doubting your choice and ready to call the waiter back to reorder.

A lot of this has to do with trusting ourselves. We must trust ourselves to make a decision. Remember, it's not the end of the world if it doesn't turn out – we can always choose a different goal next year. But narrowing our focus to just one goal makes it 10 times more likely* you'll achieve this.

Still struggling to name one thing? Then pick the most immediate thing – any thing – so long as it's not something you're doing out of fear or because you feel like you should do it. If you don't know where you're going, any path will get you there but you do have to pick a path. Otherwise you'll be stuck at the junction indefinitely.

Actions bring clarity. Clarity brings more actions. Together, this creates momentum. Momentum brings ease and opportunities. And so it goes to round.

* *This is based on absolutely no research.*