We all want to be winners. Winning gives us the competitive spirit to keep on wanting to beat the record, targets, and our competition. Although all of us may not be cut out to finish first in marathons or run multi-million rand companies, each and every one of us has the ability to be the best that we can be and to do the best we can. To excel at what we do – to achieve our own winning edge.

All winners have goals, commitment and a winning attitude to do whatever it takes. People who have a vague idea of what they want to do, to be or to have, but then sit around expecting things to happen will never achieve their goals. What they don’t understand is that it takes work to reach goals.

GOAL-SETTING

Goals are like dreams with deadlines. Goals without action are nothing more than dreams because there isn't an action plan to make them become a reality. Goals give you a clear vision of what you want in your future.

If you don’t believe in the power of goals as being the main ingredient to being successful then why is it that winners who have written goals are successful? Here’s why: research tells us that three percent of people have written goals. Fifteen percent have conceptualized goals and ninety three percent have no goals at all!

The reason why people don’t set goals are because firstly they’re not serious; they have not yet accepted responsibility for their lives. An irresponsible person is still waiting for life to begin. Secondly, the reason may be the person has deep-seated feelings of guilt and unworthiness. But the most predominant reason is the fear of failure. What most people don’t realise is that in the game of goal-setting, 100% success is not a requirement. Even if you didn’t achieve everything, you would still be ahead! It is a fact that goals, whether they are realised or not, constructively change your life.

Take a moment to think about where you expect to be in three or five years and what kind of life you want to lead. What do you have to do to get what you want? If money is a priority, figure out exactly what it will take to get the raise or promotion you want. Design a step-by-step plan to take you from your current position to your target. If you find this difficult to do be SMART about it by using SMART GOALS:
S= SPECIFIC. Goals need to reflect something you can see and do. Saying you want to achieve 25% more sales each month doesn’t tell you how to achieve your goal. Set smaller, more specific goals, such as how many more calls you must make per month, how many more presentations per month and deals you will close so that you achieve a figure that represents 25% of additional sales.

M=MEASURABLE. Goals must be measurable in order for you to know if you are making progress. When you see results along the way to achievement you are more likely to stick to your goals and achieve them.

A=ATTAINABLE. Set your sights on a goal you can attain. If you set goals that seem unattainable, you are likely to give up.

R=REALISTIC. Do a reality check on each goal you set. Is setting a goal of 25% additional sales per month achievable in the bigger picture? You may have to start with a smaller goal.

T=TIME FRAMED. It is important to have a time frame in which to achieve your goal, whether it is by day, week, month or year. Without a time frame you will find yourself procrastinating and putting off the achievement of what you want to achieve and your goal will remain a dream.

Writing down your goals, makes your purpose achievable. Get started. Write them down now along with a plan of how you want to achieve them. Take action and let your goals become your reality. It is the key to taking control of your life and feeling terrific.

COMMITMENT

With commitment your goals have more chance of becoming a reality. Commitment means you never give up on yourself or your dream. Even when an obstacle gets in your way or you have a setback – never give up. Winners stick to their goals and work hard to achieve them. To quit is to fail. Successful people understand there is a price to pay for achieving success. Sometimes, this involves making sacrifices in order to reach your goals. Remember though, that successful people are successful because they do what failures do not like doing! What sacrifices are you willing to make in order to achieve your goals? Beyond making sacrifices, to be truly successful you have to have the willpower which is a good intention that achieves a result and that is COMMITMENT. Above all, successful people believe in themselves and their abilities, and they take full responsibility for finding their own path to achieve success. Each time you accomplish your goal, you’ll find that one success leads to another and another.

A WINNING ATTITUDE
Attitude is everything. It makes the difference in succeeding versus failing in life! One thing to remember about attitude is that it’s all up to you. “If it is to be, it’s up to me!” Over the years, numerous studies have been done to determine why one person succeeds and another, who has equal or even greater intelligence fails. The results point to one key factor – ATTITUDE.

Attitude is a habit of thought. By choosing a good attitude you will overcome setbacks and adversities with greater ease than those who have a loser’s attitude. You'll see yourself as a good person who has the ability to be a winner, to make your goals and dreams come true.

Believing that you will achieve your goals by writing them down, making a commitment to yourself that you will achieve them, seeing yourself as successful with a winner’s attitude will result in your scoring goals over and over.