# Make the next 12 months Your Gold-Medal Year! (Yes, you really can!)

Yes, so much in our current world is outside our control. And … I’ve seen it time and again pre-COVID and in our post-March 2020 world that clients who succeed, whether individuals or teams, possess a sense of clarity—either a clear vision or an inner sense of purpose—about where they want to go.

“If you don't know where you are going, you'll end up someplace else.”

~ Yogi Berra

**What’s so magical about clarity?**

* It focuses your attention, makes it easy to prioritize, helps you create a road map to your destination, and gives you a target to aim for when the world around you is in chaos.
* It helps you notice hidden opportunities, attract the means to achieve your goals, and distinguish between useful detours and unproductive distractions.
* It helps you focus on what’s important to you, not somebody else. Because if you’re not really clear about what you want to accomplish, you may spend your life achieving the goals of those who are.

**Setting clear goals isn’t a passive act. It doesn't happen automatically**.

**If you’d like a little help realizing your vision**...

* Download the inspiring and thorough 55 minute [Gold-Medal call](http://conduitcoaching.com/register/?file=Gold-Medal-Call.mp3&landing=gold-medal-game-plan&list=Gold-Medal%20Call&title=Download%20your%20FREE%202020%20Gold-Medal%20Game%20Plan%20Teleforum) and we’ll work through the Game Plan's five steps together. Listen for the bonus tips sprinkled through-out the recording.
* **And if you’re really serious** about putting your vision into action, send me your completed Game Plan and we’ll queue up a **COMPLIMENTARY COACHING SESSION** as a structure of support and accountability to sort through it and what makes sense for next steps.

It’s about taking direct intentional action to identify and realize your goals. Try this lovely tool—I call it the Gold-Medal Game Plan—to gain clarity on where you want to go in the next 12 months and draft a plan for getting there.

**Start by setting the stage to bring out your creativity**.

* Set aside a time when you won’t feel rushed. (No more than 90 minutes, though, to avoid diminishing returns.) Or do it in a few smaller chunks (that’s my preferred strategy).
* Put on some music—the Spa Channel, your Spotify playlist, whatever floats your boat.
* Get ready for adventure. After all, who knows where your completed Game Plan may take you?

**Follow the case study** as a sample for clarity and inspiration. (It’s a compilation of experiences of my entrepreneur clients.)

Jane is an entrepreneur who owns a 4-year-old professional services business and also leads a full life at home with her young family who were home a lot in the early COVID days. Yeesh. She’s highly skilled and has done well with her business, though there have been moments where it hasn’t been so easy to attract the right clients, or balance work and family. Jane believes she needs to get the marketing and sales thing organized to create more consistency and… she’s just not as clear as she’d like to be about how to do that, or if she can.

**Dig into the Game Plan, taking it step by step** and focusing on the questions in the middle column. Refer to the images on the left to see how your results fit together, and write over the case study to create your own plan.

**Build a structure of support and accountability.** Doing this with an accountability partner and committing to a completion date puts you in the game. Part of my Gold-Medal Vision is supporting individuals willing to action on their dreams. Send me your completed Game Plan and we’ll do a complimentary coaching session to get you on track for the podium.

Enjoy the process and enjoy all that it brings you. My wish is that the next 12 months really are your Gold-Medal Year.
xo .. Mary Ellen (ME)

| **Big-picture overview** | **Suggestions for working through this step** | **Sample story to replace with your own notes** |
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| **Step 1: What one thing would make the next 12 months a Gold-Medal Year for you?** |
|  | 1. Think about what you achieved in the last 12 months. I bet there was a lot.
* What do you want more (or less) of?
* What was missing that you’re more ready for now?
1. Any obvious area of focus for the next 12 months … having a baby, better habits (for work or life), starting a business, etc.?
2. Working from your answers so far, identify a specific vision that’s inspiring, achievable, maybe even a little scary. Adding the dimension of measurability will bring it a step closer to reality.

**Envision one or more areas of your life that could make the next 12 months a Gold-Medal Year for you.**  | Jane the entrepreneur says: 1. I want ...
* More income, financial security, confidence that I can meet my family’s financial obligations. (Less risk.­)
* More fun.
* More time to reflect.
* More of bringing my best self. More calm. (Less anxiety, stress & crankiness.)
1. Area of focus: business
2. Specific vision: My income pipeline is consistently full, and I know how and why. Prospects call me without solicitation. I’m not panic-stricken, wondering where my next client is coming from.

**On or before** [insert Date 12 months from now]**, I’ve established a consistent marketing and sales process that generates $10,000+ per month in revenue from my business activities.** |
| **Step 2: Who you will *be* when you realize your vision?** |
|  | 1. Imagine the moment when you’ve realized your vision.
	* What are you feeling?
	* What are you seeing around you?
	* What are you telling yourself?
	* What are you hearing others say?
2. Building on this sense of what it will be like to achieve your vision, what personal qualities do you notice in yourself?
3. Now back up a bit to a point before you realized your vision, while you’re taking action to achieve it. What personal qualities are obvious now?
4. From this information, identify two inner attitudes you will experience when you fulfill your vision. You will be cultivating these qualities throughout the year. (Bonus: Look back at other parts of your vision identified in Step 1; will these same two attitudes enhance your ability to fulfill those elements?)

**Now, describe the person you will *be* when you achieve your vision.** | Jane says:1. When I realize my vision: I feel calm and confident about my abilities as an entrepreneur and the business processes I’ve established. I feel happy my family can rely on me to bring in money. I see myself in my office working and following a marketing calendar of events. I tell myself I’ve created this successful business, and I’m so proud I persevered. I hear prospects say “I’ve been following you for a while and now’s the right time.”
2. Personal qualities I notice: I am confident and calm. I don’t take things personally. I can laugh at myself & life’s circumstances. I’m compassionate with myself & others.
3. While taking action on my vision: I’m optimistic and believe in my success.
4. Two attitudes I’ll experience when I realize my vision: calm and confident.

**When I realize my vision, I will be a calm and confident entrepreneur.** |
| **Step 3 – Create your Gold-Medal vision.** |
|  | 1. Consider the two attributes or attitudes (in coaching parlance, “your ways of ***being***”) from Step 2.
2. Re-state your vision from Step 1.
3. Put it all together in the present tense to create your Gold-Medal vision.

**Congratulations! What a gift you’ve given yourself. Celebrate and linger over your vision. Really sink into it, experience it, see yourself achieving it, and repeat it to yourself over and over. This is who you are becoming.**  | Jane says:1. When I realize my vision, I will be a calm and confident entrepreneur.
2. On or before [insert Date 12 months from now], I’ve established a consistent marketing and sales process that generates $10,000+ per month in revenue from my business activities.
3. **During the next 12 months I am a calm and confident entrepreneur with a consistent marketing and sales process that generates $10,000+ per month in revenue from my business activities.**
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| **Step 4: What will you need to *do* to realize your Gold-Medal vision? Who will you *be* as you take action?** |
|  | **Identify milestones for achieving your vision.**1. Now you know what you’re aiming for. What signposts would indicate you’re on the right path?
2. What needs to happen for you to reach those signposts?
3. Identify one signpost within your control that is most likely to help you realize your Gold-Medal vision.
4. Identify two SMART goals within your control that will support you in reaching this signpost.

(SMART: short and simple, measureable, achievable, relevant to your vision, time-limited.)How will you know you’ve achieved these goals? Think in terms of external measurable indicators. By what date do you want to have achieved these goals?1. To supercharge your SMART goals, incorporate your “ways of being” from Step 2.
 | Jane says:1. **Signposts:**
* A clear description of my target market and my perfect customers.
* A process that reliably turns prospects into clients, creating a steady stream of new clients to replace completed clients.
* Create *and follow* a sales & marketing calendar of regular activities that help fill my pipeline by building my reputation/visibility with my target market.
1. **What needs to happen:**
* Clearly define my market and customers, and the best way to connect with them.
* Create my sales & marketing calendar.
* Create and test a sales process based on what’s worked in the past.
* Build a structure of support & accountability with my coach; find an accountability partner; ask family/colleagues for support.
1. **Key signpost:** Create a sales & marketing calendar incorporating activities that have worked before & new ideas based on experts’ opinions.
2. **Goal #1:** On or before 5 p.m., [insert Date 8 days from now] I’ve created a six-month sales & marketing calendar.

Goal#2: On or before [insert Date a month from now], I’ve followed my sales & marketing calendar for the last month, assessed at least one activity that worked or didn’t work, and adjusted my calendar for next month.1. **Supercharged Goal #1:** On or before 5 p.m., [insert Date 8 days from now], I appreciate how calmly and confidently I created a six-month sales & marketing calendar.

**Supercharged Goal #2**: On or before [insert Date a month from now], I have calmly and confidently followed my sales & marketing calendar, assessed at least one activity that worked or didn’t work, and adjusted my calendar for next month. |
| **Step 5 – What will you *do* and who will you *be* to turn barriers into bridges and achieve your Gold-Medal vision?** |
|  | **Identify a challenge or barrier likely to come up and a strategy for addressing it.**1. Identify one challenge you are fairly certain will crop up as you take action toward realizing your goals and vision. (Examples: fear, procrastination, etc.)
2. What part of this challenge is within your control?
3. Going back to your sense of realizing your vision (Step 2), what’s your sense of attitude(s) that will support you in overcoming or transforming this challenge?
4. Identify a strategy for transforming this challenge or barrier into a bridge.

**Identify what you will *do* and who you will *be* to turn barriers into bridges and realize your Gold-Medal vision for the next 12 months.** | Jane says:1. **Challenge**: Fear—of failure, of rejection, of looking stupid—as a default way of thinking.
2. **What is within my control**: My response to my fears. I can see it as a signal that I’m on track, be self-compassionate (this *is* hard!), be curious, or another response I haven’t even thought of before.
3. **Supporting attitudes**: Self-compassion, curious, grateful, and calm.
4. **Strategy to turn barrier into a bridge**: When I feel afraid, take a breath (or 3) and ask myself, “What will help me take this next step?”

**When I feel fearful, I’ll take a dep breath (or 3), be curious, and ask myself, “What will help me take this next step?”** |
| **Wow! Look at you Fancy-Pants.** * You’ve created a powerful and inspiring Gold-Medal vision for the next 12 months.
* You’ve set two SMART goals aligned with realizing that vision.
* And you’ve identified a powerful strategy for overcoming a challenge likely to come up as you take action to reach your goals and fulfill your vision.
 | **Congratulations** on taking these important steps toward making the next 12 months a Gold-Medal Year for you! |

If you’ve come this far it’s pretty clear you’re serious about putting your vision into action. Yay! And you don’t have to do this on your own. Send Mary Ellen (i.e. ME) your completed game plan for a complimentary Coaching Session to help launch you toward your Gold-Medal vision.

It would be a delight and honor to support you making progress on what’s important to you.