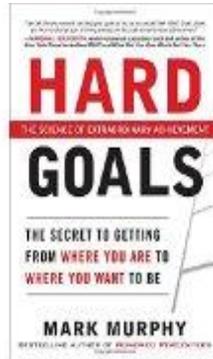


Business Book Review – Hard Goals



Mark Murphy Bio: Mr. Murphy is the founder and CEO of Leadership IQ, a leadership training services provider. Leadership IQ has provided some of the largest and most comprehensive leadership studies ever conducted. Many companies, like IBM, Microsoft and others, have used the results. He is the author of a number of books and an experienced public speaker. He is also an experienced turnaround advisor for more than 100 organizations taking them from weak financial situations to record setting levels of prosperity.

Approach and Purpose

Approach: Why set goals that do not stretch you to reach beyond what you think you can do? Mr. Murphy believes that to achieve more we must get into the habit of setting HARD goals. These goals are more than SMART goals but are Heartfelt, Animated, Required, and Difficult. The goals take you from where you are NOW to where you want to be in the FUTURE. What does this look like to you?

Book's Purpose: The main idea of the book is the question – why is it that some people achieve so much when others seem to spin their wheels and get nowhere? When you evaluate those who achieve big things, you find that they set themselves HARD (heartfelt, animated, required, and difficult) goals. They strive towards achieving those goals with passion and intensity. Setting and achieving the HARD goals is what drives them.

“When you are at the beginning of your goal process, you need to develop feeling. You want an emotional attachment to your goals that gives you the ceaseless energy to pursue them no matter how tough it gets.”

Putting it all together using Hard Goals: Generally in business the accepted wisdom is that execution is more important than vision, in other words it is better to implement a half-baked idea than it is to get stuck in analysis paralysis and do nothing at all. That may be true but if you really aspire to accomplish impressive things and SOAR above the crowd, set HARD goals that are so powerful that implementation will not be a problem. By getting your goals right, implementation will take care of itself. That is the power of HARD goals to move you from where you are now to where you want to be in the future.

“Some companies still use a fairly antiquated goal-setting process called SMART Goals (which stands for Specific, Measurable, Achievable, Realistic, and Time-limited). Not only do you not see the words feel or heartfelt anywhere in there, but Specific and Measurable usually get companies all excited about turning every goal into a number, killing off all excitement.”

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How much do you focus on your current situation rather than on your future vision or mission?

Currently Status

Lackluster goals, Un-met expectations, Fear, Stuckness, Uninspiring, Keeping up with competition



Future Vision & Mission

Inspiring, Motivational, Engaging, Profound, Valuable, Vivid, Alive, Visualize, Imagine

“What you need are the ways to make your goals worthy of your natural gifts. Because when your talent meets a HARD Goal, greatness is sure to follow.”

The Definition of HARD Goals – No Shortcuts:

In order to achieve more and get to where you want to be, don't look for shortcuts. Determine the HARD goals that it will take and get to work!

Heartfelt: If you really don't care about your goals, there is not going to be much motivation for you to achieve them. To achieve more, you must make certain you are going after what you want more than anything else. HARD goals are not just nice-to-have if it is not too much trouble. A HARD goal must be something which promises you more value than any other goal imaginable and therefore you are not let anything get in the way of making it happen. You feel it in your heart (deep down).

Animated: HARD goals are so vivid and alive in your mind that if you don't reach them, you would feel like something is missing in your life or business. You can and need to use the same visualization and imagination techniques which many of the greatest minds in history have used to make their goals come to life. Imagine what it will be like to accomplish your goals. Geniuses use their imagination to SOAR and so should you.

Required: Procrastination is the killer when it comes to realizing your dreams. HARD goals overcome this by using cutting-edge techniques such as behavioral economics. You must convince yourself that achieving your goals is a necessity. It is not an option. If you make your future payoff of your HARD goals so much more satisfying than what you are experiencing today, you will automatically make your HARD goals look much more attractive. The more attractive your goals are, the greater the urgency you will feel to get going on them right away!

Difficult: When it comes to difficulty, there is a definite sweet spot to aim for. What is your target? You want to set goals that are so hard that they will force you to tap into all of the talents that you possess in order for you to feel a sense of achievement. On the other hand, you do not want your goals to be so difficult that you give up without even trying. What you must do is to assess your past experiences, determine where your goal-setting sweet spot is and then set your goals within that sweet spot which will propel you forward to the extraordinary results you want.

This is a sample of the Business Book Review. For the entire review contact Soaring Eagles Business Advisors info@soaringeaglesba.com