

# 7 DAYS TO A **NEW** **GOAL**

*Your Concise Guide to*  
**GOAL-SETTING**

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**Jensen Siaw**

7 DAYS TO A NEW YOU

*Your Concise Guide to Goal-Setting*

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## ABOUT THE AUTHOR

Jensen is passionate about life and people. His passion for life has helped him transformed from a school dropout to a top student in the university, and leaving his corporate managerial position to be an entrepreneur in his twenties. His passion for people has inspired him to spend years experiencing and studying about Human Behavior and Performance Psychology from psychologists and peak performance experts around the world.

Today, Jensen is a **Motivational Speaker and Performance Breakthrough Coach** in Asia who speaks on topics of human performance and behavioral change strategies. He specializes in coaching leaders and sales professionals to breakthrough their performance and achieve greater results. His clientele includes government ministries and MNCs such as AIA, Aviva, AXA, Prudential, Tokio Marine, Manulife, Great Eastern, OCBC Bank, UOB, Maybank, Sanofi-Aventis, Dairy Farm Group, Becton Dickinson, and Sumitomo Chemical Asia.



He is also the Director and Master Trainer of SPEAK For Life Communication Academy, where he leads a team of trainers and presenters who specialize in coaching executives and managers to become confident presenters, expert communicators, skillful influencers, artful persuaders and top sales professionals.

Jensen is trained overseas in various coaching and psychological methodologies. He holds the following educational and professional qualifications:

- ☑ **Master of Mass Communication** (Nanyang Technological University)
- ☑ **Professional Diploma in Training & Development** (STADA)
- ☑ **Bachelor of Arts** (Oklahoma City University, USA)
- ☑ **Certified Hypnosis & Mentalist Trainer** (IM&MS)
- ☑ **Certified Instructor of Hypnotherapy** (CIHt)
- ☑ **Certified Memory Line Trainer** (IM&MS)
- ☑ **Certified Hypnotherapist** (NGH)
- ☑ **Certified Master Hypnotist** (ABH)
- ☑ **Certified Time Line Therapy™ Master Practitioner** (TLTA)
- ☑ **Certified NLP Master Coach & NLP Master Practitioner** (ABNLP)

Recognized for his expertise and experience in accelerated human change technologies, Jensen has been engaged to coach senior executives, sales people, performing artistes, law enforcers, military officers, educators and medical professionals. In his efforts to reach and empower more people beyond his workshops, Jensen has also produced several publications including “7 Days to a New Goal” ebook, “Breakthrough Your Performance & Shine!” DVD, and “Speak with Confidence to Breakthrough Your Performance” DVD.

Effectively bilingual, Jensen is often invited to speak on personal empowerment topics on both English and Chinese media. He has spoken and appeared on 938Live, Radio1003, YES933, Capital958, Channel U, Channel 8, The Straits Times, and Human Resources magazine.

***“To breakthrough your performance,  
you’ve got to breakthrough your psychology”***

*- Jensen Siaw*

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## INTRODUCTION

Congratulations on receiving this concise Goal-Setting guide - “**7 Days To A New Goal**”, a book that will drive you to make that desired change!

You must have received this book by CHOICE; be it *choosing* to download it from our website, *choosing* to ask from friend who has benefitted from this, or your friend has forwarded this to you (in this case, you have also consciously *chosen* to befriend this person and unconsciously *chosen* to have this friend send you this.

“Unconsciously? How is that possible? Are you joking?” you must be thinking. No, we are not joking; and yes, we make CHOICES both consciously and unconsciously. In simple terms, whatever that is taking place in our lives at any moment is our conscious or unconscious CHOICE.

Yes, all of us including YOU, have the Power of CHOICE. We *choose* how we think, we *choose* who we feel, and we *choose* how we respond/react/behave. The most common “reason” (or perhaps excuse?) that we often use for a non-responsible reaction/behaviour - “No Choice”, is still a CHOICE.

So do we always have a CHOICE? Yes. Do you always have a CHOICE? You are hearing the answering in your mind, aren't you? Yes, you always have a CHOICE.

In this **7 Days To A New Goal** book, I invite you to join me on a journey of setting your sight, planning your route, and building a strong ship (in your mind and heart) to bring you to your new goal. This ship will help you to keep on course, manoeuvre through rough seas, negotiate difficult corners, and weather storms to reach your destination.

On each of the 7 Days, you will learn Key Points and undergo an Exercise to help you progress along this journey. You could *choose* to complete this 7-Day journey within any time period, but do not take too long. After all, commitment and consistency are keys to personal growth and transformation. Thus, I recommend that you complete it in 7 Days, a day at time.

Are you ready?

Have you made the CHOICE to join me on this **7 Days To A New Goal** journey?

Have you made the CHOICE to embark on this journey?

Have you made the CHOICE to follow through the entire journey?

If you have, and only if you have and are 100% willing both consciously and unconsciously, flip the page and TAKE THE STEP.....

## **DAY 1: DISCOVERING WHO YOU THINK YOU ARE**

Learning points:

### **Who you think you are affects how you live your life**

Who you think you are affects how you do things, how you respond or react to situations, how you manage your relationships, how you study, how you work, how you perform, and how much you achieve.

### **You are not who you think you are**

You are who you are today because of your past memories and experiences that are the foundations of your beliefs and values. Since your past memories and experiences have created the YOU today, then is today's YOU the real YOU? Or there is another YOU?

### **You can be who you CHOOSE to be**

Since your past memories and experiences have programmed your beliefs about yourself today, then just like a computer programmer who could create an updated version of a software, you could "update" your beliefs about yourself and reprogramme a new you, isn't it?

Yes you can, and again, by CHOICE.

In the next page, you will find an exercise to help you discover who you think you are. Do the exercise right now, that's right. It will only take less than 5 minutes, and that is all you need to discover beyond what you know about yourself.

Ready? Flip the page now.....

## Day 1 Exercise

Write down 15 to 20 points about YOURSELF by filling in the blanks below.

Do this as quickly as you can by writing down WHATEVER that comes to your mind.

There is no right or wrong answer, just write down WHATEVER that comes to your mind without judgment or rationalising.

The faster you complete this exercise by writing down WHATEVER that comes to your mind, the more you will discover. Ready? Let's go.

"I am _____".	"I am _____".
"I am _____".	"I am _____".
"I am _____".	"I am _____".
"I am _____".	"I am _____".
"I am _____".	"I am _____".
"I am _____".	"I am _____".
"I am _____".	"I am _____".
"I am _____".	"I am _____".
"I am _____".	"I am _____".
"I am _____".	"I am _____".

Now that you have completed this Day 1 Exercise, move on to Day 2.



## **DAY 2: MAKING NEW EMPOWERED CHOICES**

On Day 1, you have discovered 15 to 20 beliefs about yourself. You must have discovered what you previously didn't consciously know about yourself, and now these have been brought up to your conscious awareness. Great!

Put what you have discovered aside for the moment, we will come back to them in a while.

Now, let's look at the learning points for Day 2:

Learning points:

### **You can CHOOSE who you want to be**

You have learnt on Day 1 that since your past memories and experiences have programmed your beliefs about yourself today, you could simply reprogramme your mind computer to bring birth to a new you. That's right.

### **Before you can change, you need to know what to change**

Before we can change what is not good or not empowering to our lives, we need to know what to change. Here, we are talking about what you may or may not consciously know about yourself, specifically your negative and limiting self-beliefs. E.g. "I am a loser", I am unwanted".

With the exercise you have done on Day 1, you must have discovered some of your negative and limiting beliefs about yourself.

Now it's time to change them, again, by CHOICE.

If you want to free yourself of your negative and limiting self-beliefs, and only if you CHOOSE to do so, and only if you are consciously and unconsciously willing to take the step today to make the change, flip the page and proceed to Day 2 Exercise.

## Day 2 Exercise

Refer to Day 1 Exercise. Looking at the 15 – 20 beliefs that you have listed about yourself, put an “X” beside each negative and/or limiting belief. A negative and/or limiting belief is one that you do not like about yourself (e.g. “I am Ugly”), says something bad about your capability (e.g. “I am lousy in communication”), or limits your potential and achievements (e.g, “I am destined to be poor”).

List all your negative and limiting self-beliefs below:

“I am \_\_\_\_\_.”

“I am \_\_\_\_\_.”

“I am \_\_\_\_\_.”

“I am \_\_\_\_\_.”

“I am \_\_\_\_\_.”

“I am \_\_\_\_\_.”

“I am \_\_\_\_\_.”

“I am \_\_\_\_\_.”

“I am \_\_\_\_\_.”

“I am \_\_\_\_\_.”

Cross out each negative and limiting self-belief and beside it, write the opposite positive and empowering belief (what you CHOOSE to believe about yourself). For example:

“I am ~~lousy in communication~~. a good communicator

Write down your new positive and empowering beliefs on the next page and paste this piece of paper at a place that you will see everyday.

## WHO AM I?

"I am \_\_\_\_\_"

"I am \_\_\_\_\_"

"I am \_\_\_\_\_"

"I am \_\_\_\_\_"

"I am \_\_\_\_\_"

"I am \_\_\_\_\_"

"I am \_\_\_\_\_"

"I am \_\_\_\_\_"

"I am \_\_\_\_\_"

"I am \_\_\_\_\_"

## **DAY 3: BEING TRUE TO YOUR DESIRES**

On Day 1 & 2, what you have done was to uncover and eliminate your negative and limiting self-beliefs. Such beliefs trap one within a box and limits one's potential, growth, performance and achievements. You have since eliminated and replaced them with new empowering beliefs. Great!

Now that you have let go of those negative and limiting beliefs about yourself and made new empowering CHOICES in your self-beliefs, you are empowered to take the NEXT STEP – Being true to your desires.

Learning points:

### **Truly live your life, not just breathe**

Truly living your life is about living with passion, energy, and enthusiasm. Those who truly live their lives are almost always creating, pursuing, reflecting, improving, growing and achieving. Those who just breathe through life often live everyday in fixed sequence with no passion, no energy and no enthusiasm. They are like “walking zombies” or “bodies without soul”, walking around without life, and don't get excited about things and certainly can't enjoy pleasures of life very much.

Are you truly living, or just breathing?

### **Do what you love**

One of the ways to truly live life is to do what you truly love to do, be it pursuing or engaging in the areas of sports, arts, literature, lifestyle, entertainment, worthy causes etc. Before you say you are not able to do what you love to do because of whatever reason, remember that you have a CHOICE. If you cannot do what you love now, you can plan to do what you love in the near future.

### **Know what you love**

Before you can do what you love, you got to know what you love, what you heart desires. Some of us know very clearly what we love to do; but for others, it could be something very distant that they have suppressed or lost touched with some time ago. Now is the time to be true to your heart.....

### Day 3 Exercise

In this exercise, you will discover what you truly love to do and want to do. Simply answer the questions below:

1. If you know that you couldn't fail (i.e. you will succeed in whatever that you do), what would you do?

I would \_\_\_\_\_

*Your answer to this question is probably what you truly love to do.*

2. What is/are the factor(s) stopping you from doing the above?

Factor(s) stopping me: \_\_\_\_\_

*While there could be several factors stopping you, it is usually just one real reason that stops you. The rest are "smoke bombs".*

3. What is the real reason you are not doing what you love to do?

Real reason: \_\_\_\_\_

*Often, the real reason is associated with a FEAR we have. Fear traps and cripples us, but they are not real.*

4. What are you afraid about if you were to do what you love to do?

My fear: \_\_\_\_\_

5. Between doing what you love to do and the likelihood that what you fear may occur, which has more meaning and significance to you?

***Between truly living your life and living in your fear,  
Which matters more to you? What is your CHOICE?***

If you CHOOSE to truly live your life, flip the page to Day 4.....

## DAY 4: SETTING YOUR SIGHTS

By reaching this point on the journey, you have CHOSEN that you want to truly live your life beyond your fears. You are now consciously aware that deep within, all the “reasons” that stop you from doing what you love to do are not real, and they are just disguises of conscious and unconscious fears that trap and cripple you.

As with “reason”, your fears are not real too. Firstly, they have yet to happen. So why worry? Secondly, research has shown that 90% of what you fear will not happen. Thirdly, even if what your fears were to happen, you could develop in yourself the physical capability and mental capacity to handle whatever comes your way.

Therefore, free yourself from your fears and set your sights on what your heart desires.....

Learning points:

### **Be very clear about what you want to achieve**

If you do not tell the taxi driver the exact location of your destination, can he drive you there? The answer is obvious, isn't it? The same goes for goals. If you do not know specifically what is it that you really want to achieve, how would you know how to get there? It is therefore very important to set your sights as clearly as possible. The clearer your goal is, the clearer the how will be, and the more likely you are going to reach it.

### **If you still do not know what you want, what can you do?**

If you do not know what you want, start with what you don't want. The opposite of what you don't want is what you want. For example:

What you don't want: **I don't want to be financially poor**

What you want: **I want to be financially comfortable**

Next step: what specifically is “financially comfortable”?

That's what you will do for today's exercise – Specifying your GOAL.....

## Day 4 Exercise

In Day 3 Exercise, you have discovered from the first question what you would do if you know you couldn't fail. From this point, in today's exercise, you will Chunk Down (a Neuro-Linguistic Programming - NLP technique) into the specific details of your GOAL. Focus on just one GOAL. Let's begin!

1. If you know that you couldn't fail, what would you do?

I would \_\_\_\_\_

2. What do you hope to achieve by doing the above? *This is your GOAL.*

My goal is \_\_\_\_\_

3. How would you know you have achieved your GOAL? What would you See, Hear and Feel? *Specifying your GOAL. Write as many as you can.*

I would **see** (e.g. "Lawyer" printed on my name card) \_\_\_\_\_

\_\_\_\_\_

I would **hear** (e.g. my girlfriend saying "I do") \_\_\_\_\_

\_\_\_\_\_

I would **feel** (e.g. excited standing on Eiffel Tower) \_\_\_\_\_

\_\_\_\_\_

*Now that you have written down what you would see, hear and feel, close your eyes and VISUALISE. In your mind, see what you would see, hear what you would hear, and feel what you would feel. Do this EVERYDAY. As you visualise, it is important to FEEL the positive emotions you will experience when you achieve the GOAL. This is tapping on the power of the LAW OF ATTRACTION.*

## DAY 5: CHARTING YOUR COURSE

Congratulations on reaching Day 5! Before we proceed, have you done your visualisation exercise for today? If you have not, take a few minutes to visualise what you would see, hear and feel when you have achieved your GOAL. Remember to do this everyday. The power of this simple exercise is phenomenal!

Learning points:

### Design your action plan

Now that you have specified your GOAL, the next step would be to chart your course – PLAN. As the saying goes, “Those who fail to plan, plan to fail”. Though planning doesn’t guarantee success, it does tremendously increase the likelihood of success. So yes, it’s time to PLAN. How to PLAN?

Using the ACTION PLAN MATRIX below, develop a series of actions that you need to execute to achieve your GOAL. Here’s an example:

**MY GOAL:** To be popular among 90% of my peers

<b>My Action Plan (What)</b>	<b>Why</b>	<b>How</b>	<b>Who</b>	<b>Where</b>	<b>When</b>
<b>Action 1</b> Improve my image	So that I look more attractive, pleasant & charismatic	Attend talks, workshops & read books on image & etiquette	Seek advice from friends & image consultants	Search Internet & enroll in “Your Image School”	In 3 months by 31 March 2010



### Day 5 Exercise

In today’s exercise, you will chart your Action Plan using the 5Ws & 1H concept. Below is the ACTION PLAN MATRIX that will assist you in formulating your plans. There isn’t a perfect way of using it, and the best way is the way that makes sense to you and works for you.

Give yourself about 20 - 30 minutes to work on this. If you do not have the answers for any of the boxes now (or it may not be applicable), you can always come back to it later. Along the way, you could also revise this ACTION PLAN MATRIX. Take your time, and let’s begin.

**My GOAL:** \_\_\_\_\_

<b>My Action Plan (What)</b>	<b>Why</b>	<b>How</b>	<b>Who</b>	<b>Where</b>	<b>When</b>
<b>Action 1</b>					
<b>Action 2</b>					
<b>Action 3</b>					
<b>Action 4</b>					
<b>Action 5</b>					

*(Expand your ACTION PLAN MATRIX on another sheet if you have more than 5 Actions.)*

## **DAY 6: PREPARING TO SET SAIL**

With your GOAL and ACTION PLAN drawn up, you know very clearly what it is that you want to achieve and the actions that you need to take to reach your destination. In short, you are now almost ready to rock and roll.

Before you roll out your plans, take a few minutes to empower your psychology for the journey ahead.

Learning points:

### **Always have your GOAL in mind**

Whatever is your destination, the voyage that you are going to embark contains lots of challenges and distractions. As much as you have done your research and charted your course, there is no guarantee that whatever you have planned for will come in handy; nor is there an assurance that your plan will see you through every challenge along the way. The only certainty about the journey is that there will be lots of uncertainties. How can you stay on your course despite the uncertainties of challenges, fears, distractions etc?

Just always have your GOAL in mind. This is your Vision, so maintain it in your mind's Vision. No matter what uncertainty you meet along the journey, as long as you continue to see (in your mind's Vision) that your GOAL is bigger than the uncertainty, you will be able to continue on your course.

### **Have a compelling reason – a strong WHY**

A compelling reason is a strong WHY that motivates you towards your GOAL. In times of uncertainties, especially in the face of extreme challenges, it will be your compelling reason that makes you want to continue on the course. With a strong WHY, not matter what happens, you will continue to say “I want to continue” and “I will continue.

Now let's take a few minutes to think about the reasons you want to achieve your GOAL and arrive at your strong WHY.

## Day 6 Exercise

### 1. Put up your GOAL & ACTION PLAN (page 17)

Paste it at a place that you could see everyday (e.g. on your desk, at beside the mirror, on the door of your wardrobe, at your workstation). This serves as a continuous reminder to yourself on your GOAL and your Action Plan.

You may want to duplicate a few copies and put them up at various places so that you will see and be reminded several times a day. From experience, it will be good to change their positions every week so that they pop up at new places and continue to get your attention.

### 2. Uncovering your compelling reason (Your strong WHY)

List down ALL your reasons for wanting to achieve your GOAL  
*I want to achieve my GOAL because:*

List down what does achieving your GOAL allow you to do/have/enjoy?  
*When I achieve my goal, I can:*

Looking at all that you have listed above, which is the one that you feel most strongly about? This is your compelling reason – your strong WHY.

**My compelling reason for wanting to achieve my GOAL is:**

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*This can qualify as a compelling reason only if it stirs up driving emotions in you. If not, go through this exercise again to arrive at your true compelling reason – your strong WHY.*

## DAY 7: STARTING YOUR ENGINE & LIFTING YOUR ANCHOR

Over the past 6 days, you have:

- ☑ Day 1 – discovered who you think you are
- ☑ Day 2 – made new empowered choices about who you are
- ☑ Day 3 – acknowledged your fears for not following your desires
- ☑ Day 4 – specified what is it that you really want – your GOAL
- ☑ Day 5 – charted your course by drawing up your Action Plan
- ☑ Day 6 – prepared to set sail by uncovering your strong WHY

Now on Day 7, it's time to start your engines and lift your anchor!

Learning points:

### **Pick up speed gradually**

Engines usually require warming up before you can run at full speed, especially for those engines that have not been started for a long time. So accelerate with care and increase your speed gradually. Running at full steam immediately could wear out your engine before the halfway mark.

### **Last the journey with steadiness and consistency**

If you plan to spend 7 hours a week carrying out actions on your GOAL, it is more effective to dedicate an hour a day over 7 days than doing 7 hours in a single day. Remember the saying “More haste, less speed”. Carrying out your Action Plan steadily and consistently will help you last the journey.

### **Keep your loved ones informed**

In the next few weeks, months and even years, you will be dedicating a lot of your time, energy and mental focus on executing your Action Plan to achieve your GOAL. As such, you will need the support and understanding from your loved ones during challenging times and for those occasions where you could not be around. Keeping your loved ones informed and having them behind you give you a peace of mind and greater confidence. Your loved ones could also offer you gentle reminders when you feel disheartened or get distracted along the way.

Ready to complete the final step before you launch ahead? Flip the page.

## Day 7 Exercise

### Share with your loved ones:

- Your GOAL
- Why you want to achieve your GOAL
- How do you plan to achieve your GOAL
- How would you like them to support you
- Any other important information

List down below who is/are the loved one(s) whom you want to inform to have their support and understanding. Check the box once done.

<u>Your Loved One</u>	<u>Done?</u>
1. _____	<input type="checkbox"/>
2. _____	<input type="checkbox"/>
3. _____	<input type="checkbox"/>
4. _____	<input type="checkbox"/>
5. _____	<input type="checkbox"/>

### COMMIT to your GOAL

Commitment is a key ingredient for success. In the space provided below, write down the respective information and COMMIT in your body and mind to your GOAL by signing off with a loved one as your witness.

I, \_\_\_\_\_ (name) commit to achieving my GOAL of \_\_\_\_\_ (GOAL) by \_\_\_\_\_ (date),

**no matter what happens!**

\_\_\_\_\_  
*Signature, Date & Time*

\_\_\_\_\_  
*Witness Name & Signature*

## **BEYOND: OFF YOU GO!**

Congratulations for reaching this page! You are now all ready in your body and mind to set sail for your destination. If you are having any doubts or feel uncertain about your own skills, knowledge and abilities, it is only normal. From psychological research, “Self Doubt” is one of the most common challenges that you will face in making a new decision or taking on a new task. Just know that it is not real, and everyone of us has all the resources we need to succeed. Yes you have, and you CERTAINLY can.

Keep in mind that you always have the power of CHOICE. No matter what happens or what challenges arise, you can always CHOOSE how you think, how you feel and how you respond. “Today, you are what you CHOSE yesterday. Tomorrow, you will be what you CHOOSE today.” So always CHOOSE wisely and responsibly.

At times circumstances may prove to be really trying and knock you into an Emotions Tsunami©. When that happens, you will experience a whole series of negative emotions coming to you all at once, challenging your will and determination towards your GOAL. On these occasions, look for help. Turn to your loved ones, your buddies, your mentors, and even professional Personal Empowerment Coaches / Life Coaches for support and advice. All of us need help, and it is ok to ask for and receive help.

Along the journey you will certainly meet with unexpected turn of events. When that happens, besides great courage and fortitude, you will need another key trait for success - Behavioural Flexibility. Behavioural Flexibility means being willing to be wrong, being open to new ideas, being adaptive in your responses to bring about a more positive outcome. There is no right or wrong, or good or bad method. The best method is the method that works.

Lastly, as you set sail towards your GOAL, remember to put in effort and take time to invest into your relationships. At the end of your journey, when you have reached your destination, it will be enjoying the fruits of your labour with your loved ones that makes everything worthwhile and fulfilling.

As you sail, stay connected with me at [www.facebook.com/JensenSiaw](http://www.facebook.com/JensenSiaw).  
I wish you GREAT SUCCESS!