



Are Your Goals T.O.N.Y. Proof?

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Chances are, you know a thing or two about goals. You've read the quotes and statistics lauding the power of goal-setting. Maybe you've had a fling or two at stating your goals, but it didn't work out. Here's the thing: writing down your goals and hoping they will magically change your life is a formula for failure, not success. Your goals have to meet certain criteria, or they're not really achievable.

I want you to succeed, and goals are a critical part of your success strategy. With this in mind, I have devised a simple acronym to insure that your goal-setting has the best chance of success. I call it the TONY Test. (All right, you caught me. Now, every time you think about a new goal you'll also think about me, but what's so wrong about that?)

T.O.N.Y. stands for Tangible ... Obtainable ... Nameable ... and Yours.

T TANGIBLE
O OBTAINABLE
N NAMEABLE
Y YOURS

TANGIBLE...

Is it quantifiable? Can you measure it? Will you know when you've accomplished it? If not, then it's not really tangible, so head back to the drawing board. Losing a few pounds someday is not a tangible goal.

OBTAINABLE...

Can you actually achieve this goal, or is it a pipe dream? If you're a five-foot-three inch couch potato and you set a goal to play in the NBA, you've just set yourself up for failure and frustration.

NAMEABLE...

Is it specific? Can you clearly define it? Wanting to be a better person is not a nameable goal because it's not specific enough. Exactly, what would it look like if you were a better person? You have to spell out the details of the goal.

YOURS...

Is this something you really want, or is it something that others want for you? Just as important: why do you want it? There is a world of difference between wanting something in order to make a fellow worker jealous, as opposed to wanting something because it will upgrade your career, or your health and well being. Your true intention behind your goals is the key to your motivation. Our goals motivate us when they're in line with deep purpose.

*"Goals are not only absolutely necessary to motivate us. They are essential to really keep us alive."
— Dr. Robert Schuller*

When you're setting your goals, keep TONY in mind. Set goals that are clearly defined, that stretch you out but are still possible for you to reach, that can be measured, and most of all, set goals that inspire you. Goals are meant to spur you to action and if they pass the TONY Test, they should. ★



About the Author

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