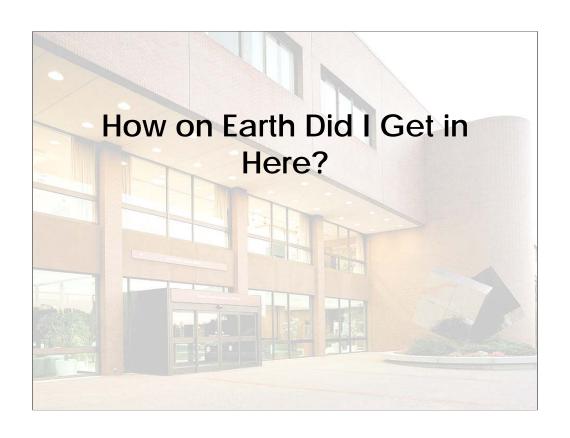
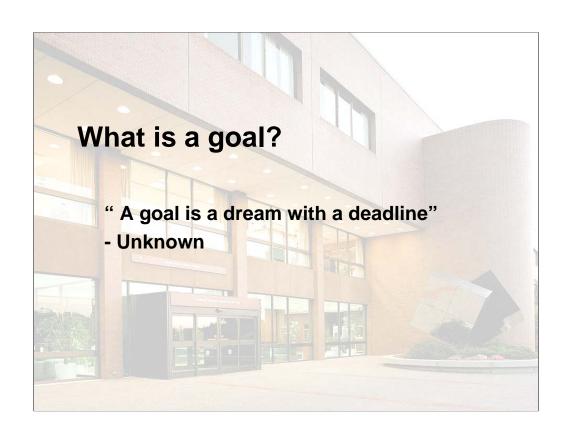


设定目标和达到目标

演讲人: John Macko and Mark Rosica 2006年8月

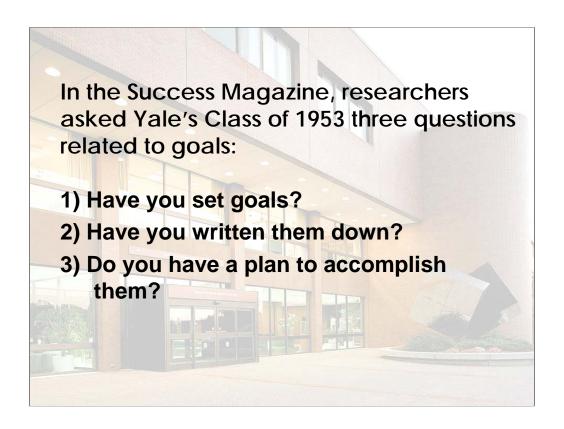


究竟我是怎样到达这里的?



目标是什么?

"目标是一个有截止日期的梦想" --未名



在成功杂志里,研究者问了耶鲁1953级3个有关目标的问题:

- 1) 你曾经设定过目标吗?
- 2) 你把他们写下来过吗?
- 3) 你有达到目标的计划吗?

Results from the research

- Only 3% of Yale class had written down their goals
- 13% had goals but had not written them down
- Fully 84% had no specific goals at all, other than to "enjoy themselves"

研究结果

- •仅有3%的人写下目标
- •13%的人有目标但是没有写下来
- •84%的人竟然完全没有特定的目标,除了那些"享乐者"

In 1973, when the same class was resurveyed, here are the results

- •The 13% who had goals but had not written them down were earning two times as the 84% graduates who had no goals at all.
- •The 3% who had written down their goals were earning 10 times as much as the other 97% of graduates combined.

在1973年,重新对这个班级做问卷调查,结果如下:

- •13%有目标但是没有写下来那部分人比84%竟然完全没有特定目标那部分人挣了2倍 多的钱
- •3%写下了目标那一部分人比剩下那97%的毕业生挣了10倍多的钱

To achieve your goals in life – it doesn't matter:

- 1) How smart you are
- 2) How much talent you have
- 3) Where you came from
- 4) How much you started out with

All of above are important but they mean little if you don't understand one thing.

为了在一生中实现你的目标,无论

- 1) 你是多么聪明
- 2) 你是多么有天赋
- 3) 你来自哪里
- 4) 你已经进行了多少

以上所有的都是重要的,但是如果你不理解一件事他们意义很小

What is the one thing you must understand? • You can't achieve your goals alone "Success in any field is about working with people, not against them" • Keith Ferrazzi

什么是你必须理解的一件事?

- •你不能独自的达到你的目标
- •"在任何领域的成功都是关于与人合作,而不是与人对抗"

--Keith Ferrazzi

Activity: How do you figure out your goal?

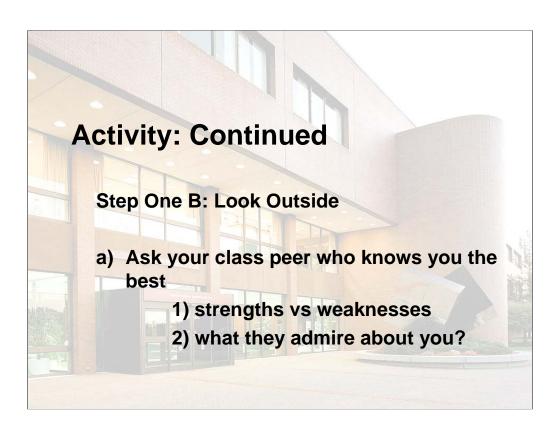
Step One A: Look Inside

- a) Develop a list of dreams and goals
- b) Create a list of things that bring you happiness (clues can be found in hobbies, books, achievement, people, and things that move you)

小活动: 怎样断定你的目标?

第一步 A: 向内看

- a) 列出你的梦想和目标
- b)列出那些使你高兴的事(能在兴趣爱好中,书中,成就中,人们中,那些让你感动的事中找到线索)



小活动:续

第一部B: 向外看

a)问最了解你的同事:

1) 你的强项对比你的弱项

2) 他们羡慕你的是什么?

Activity: Continued

Step Two: Putting and Expanding Goals to Paper Column I: What you would like to accomplish one to three years from today?

Column II: How will you accomplish these goals?

Column III: What is your target date to achieve

them?

Column IV: What resources will you use to

achieve them?

小活动:续

第二步: 在纸上写出展开的目标

第一栏:从今天开始的1到3年内你想完成的是什么?

第二栏: 你将怎样完成这些目标?

第三栏:完成这些目标的目标日期是什么?

第四栏: 你将使用什么资源来完成这些目标?

Activity: Continued Step Three: Create a Personal "Board of Advisors" They may be made up of family members, professors, and/or former supervisors. It helps to have someone to act as cheerleader and hold you accountable.

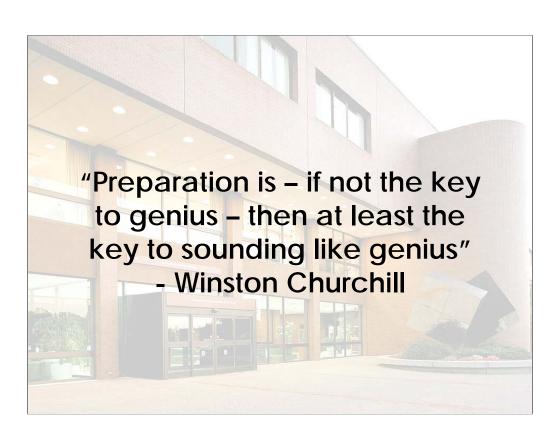
小活动:续

第三步: 创建一个个人"顾问委员会"

他们可以由家庭成员,教授,或者先前的主管组成。这可以使一些人充当啦啦队队长的角色并且使你保持应负的责任。



这个小活动的目的在于显示在建立网络活动中的方法和步骤。

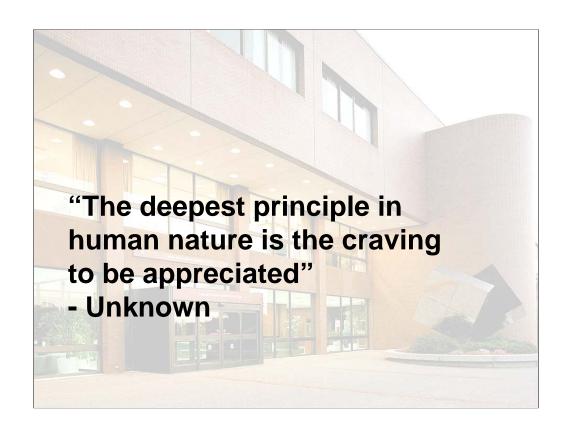


"准备工作即使不能让你成为天才,至少能让你像天才。"
--Winston Churchill

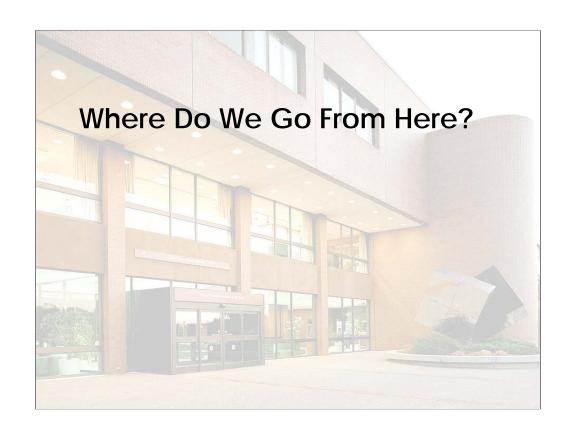


后续工作是在任何领域成功的关键

- •大多数人对于后续工作做得不是很好。
- •如果你做了后续工作,你将在人群中突现出来。
- •养成做后续工作的习惯



"人类本性的最深信念是渴望得到欣赏。" --未名



从这里开始,我们要去哪里?