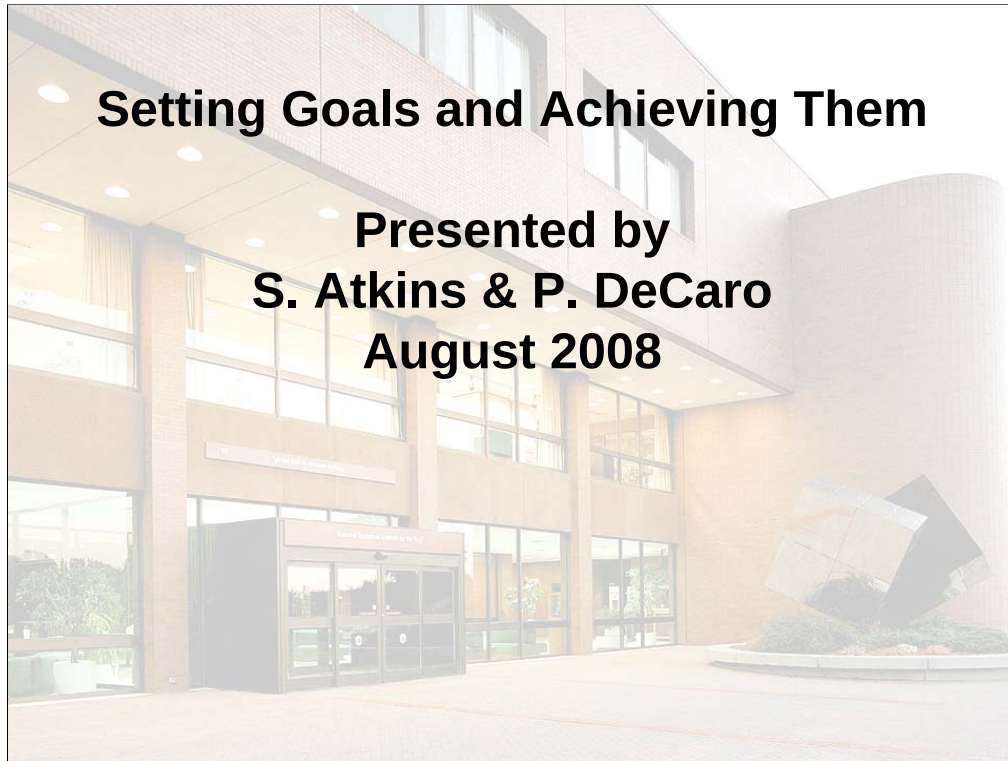




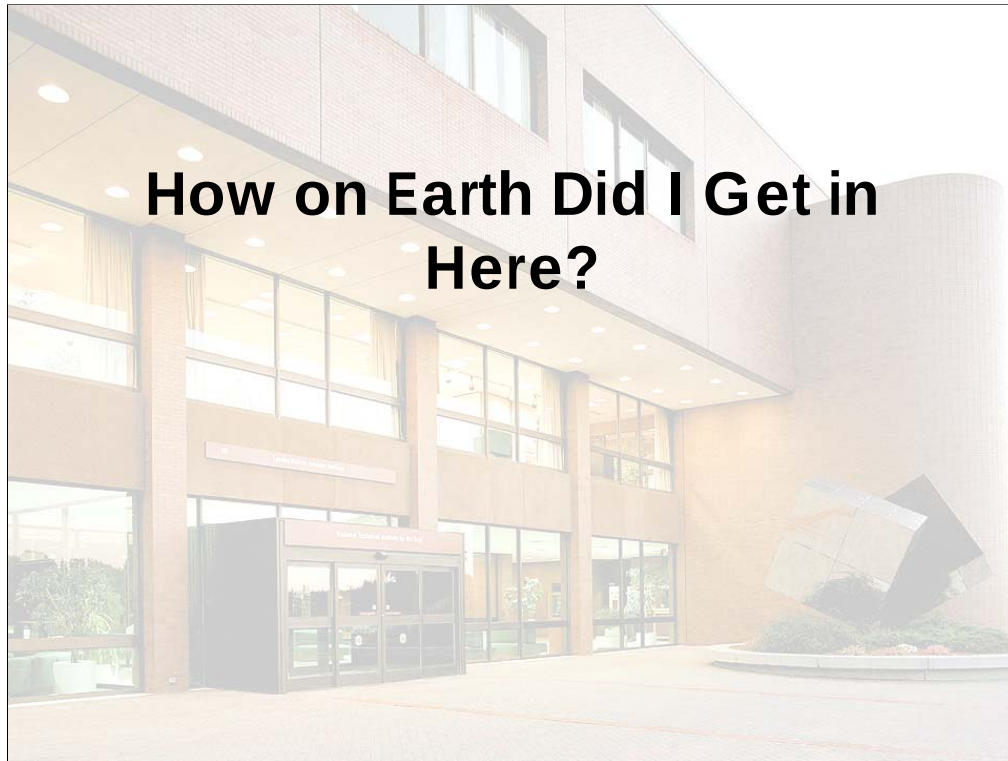
# **Setting Goals and Achieving Them**

**Presented by  
S. Atkins & P. DeCaro  
August 2008**

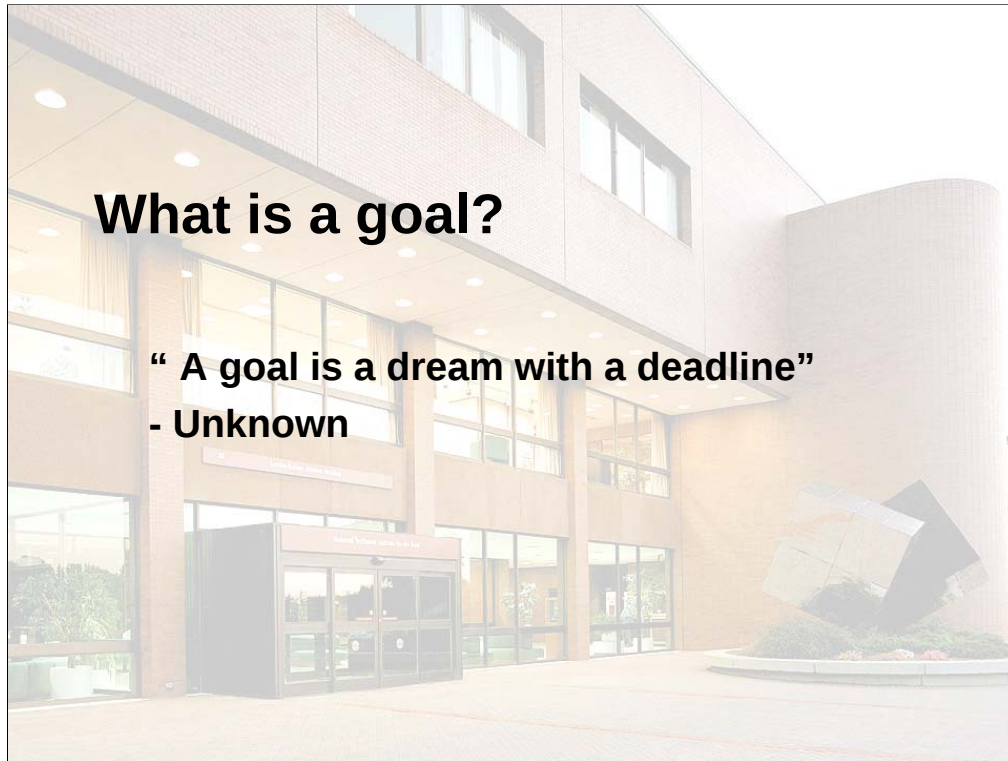
## **设定目标和达到目标**

**演讲人：S 阿特金斯 & P 迪卡诺**

**2008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

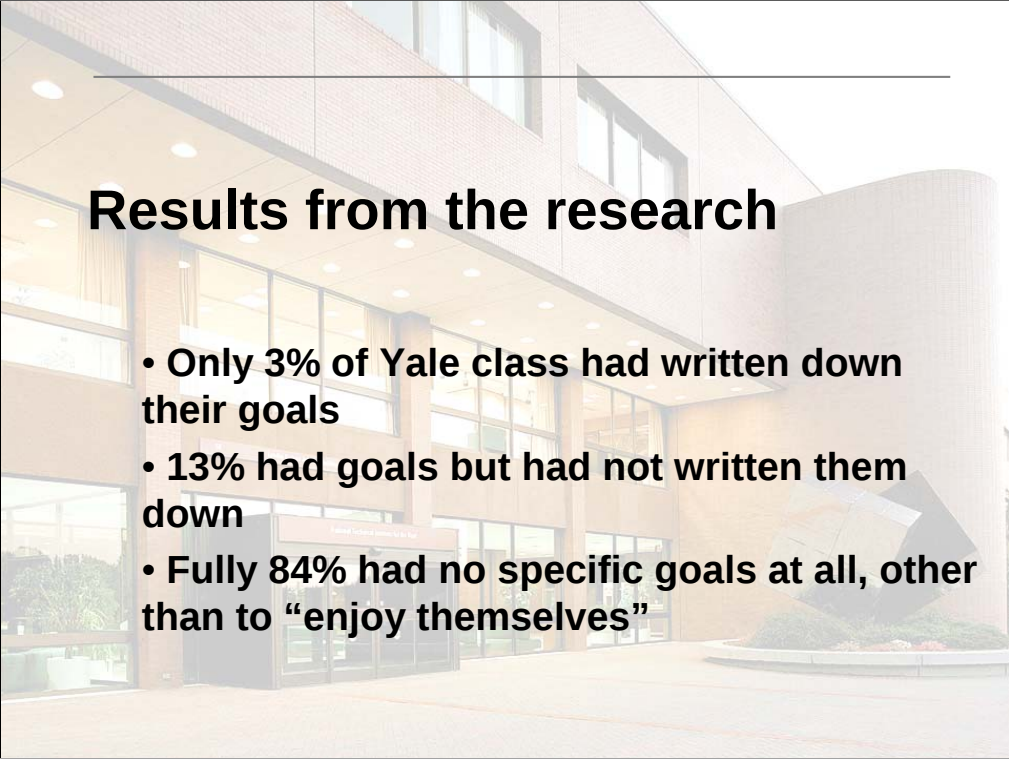


**In the Success Magazine, researchers asked Yale's Class of 1953 three questions related to goals:**

- 1) Have you set goals?**
- 2) Have you written them down?**
- 3) Do you have a plan to accomplish them?**

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:**

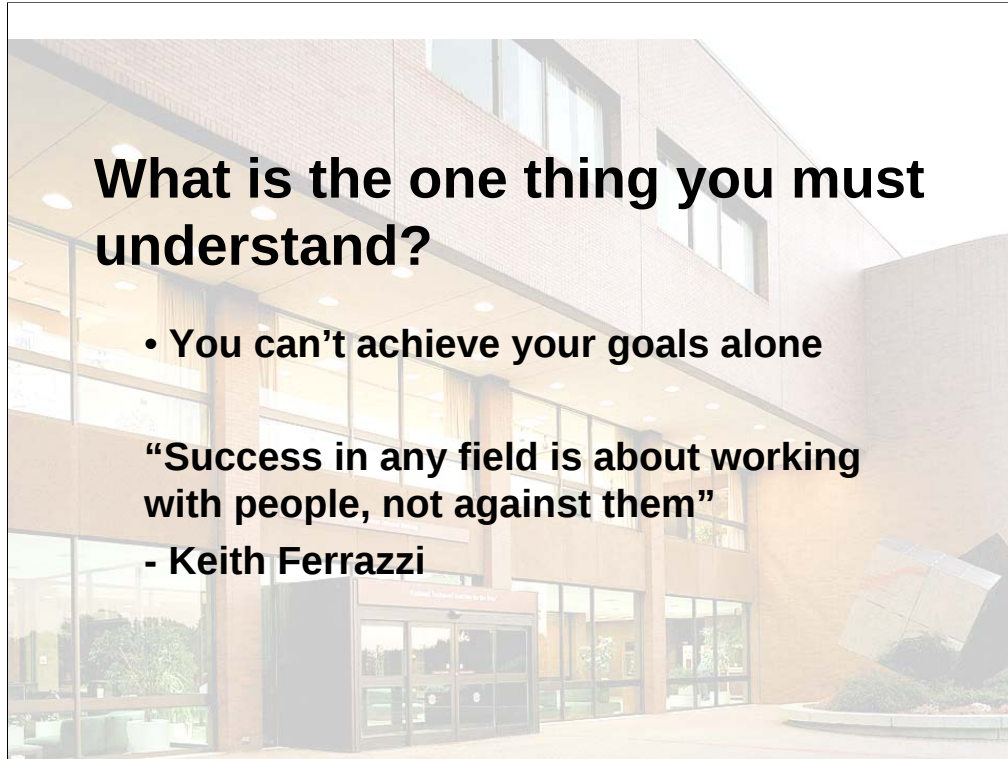
- 1) How smart you are**
- 2) How much talent you have**
- 3) Where you came from**
- 4) How much you started out with**

**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"**

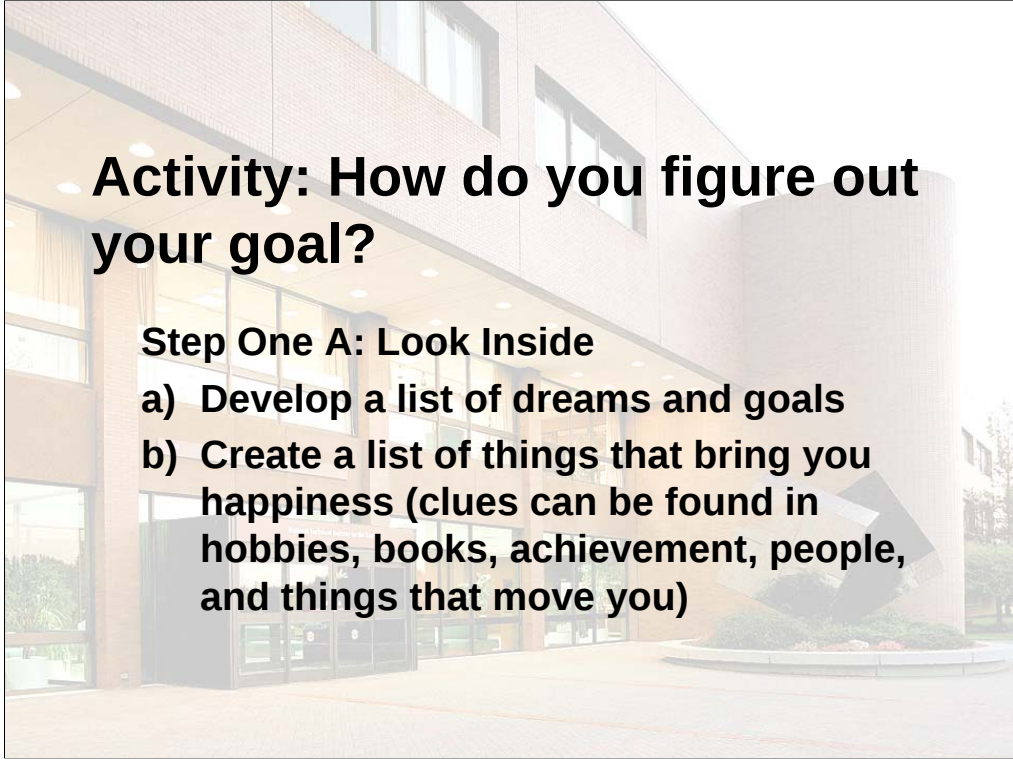
**- Keith Ferrazzi**

## **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**

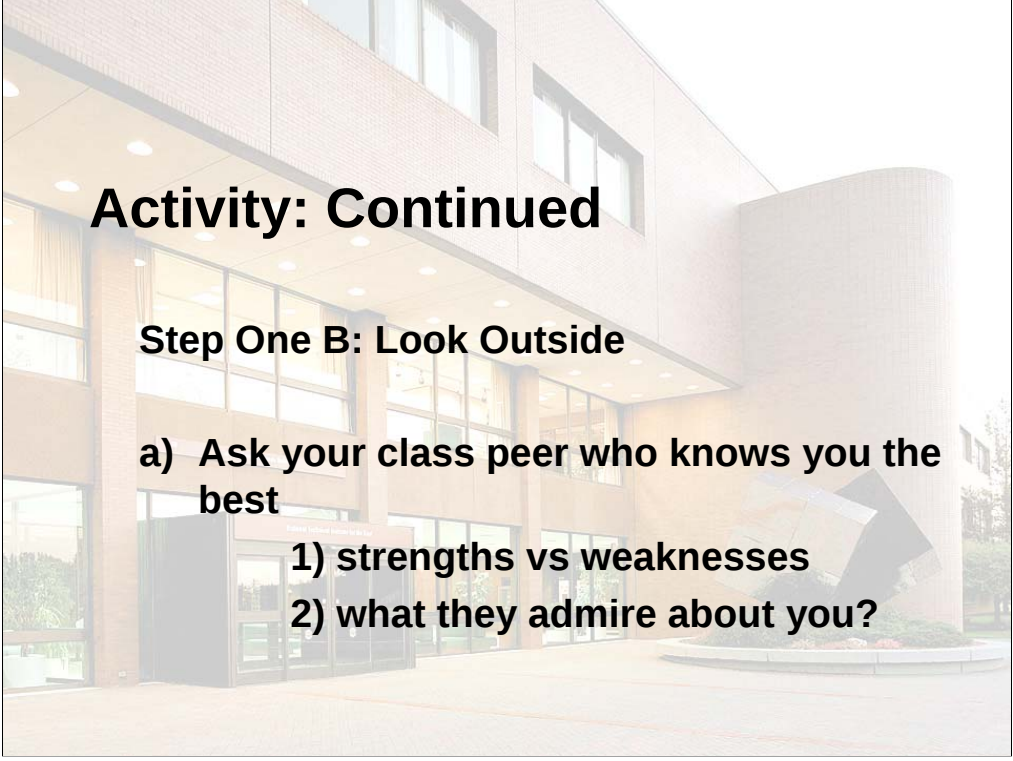
- a) Develop a list of dreams and goals**
- b) Create a list of things that bring you happiness (clues can be found in hobbies, books, achievement, people, and things that move you)**

## **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）**



## **Activity: Continued**

### **Step One B: Look Outside**

**a) Ask your class peer who knows you the best**

**1) strengths vs weaknesses**

**2) what they admire about you?**

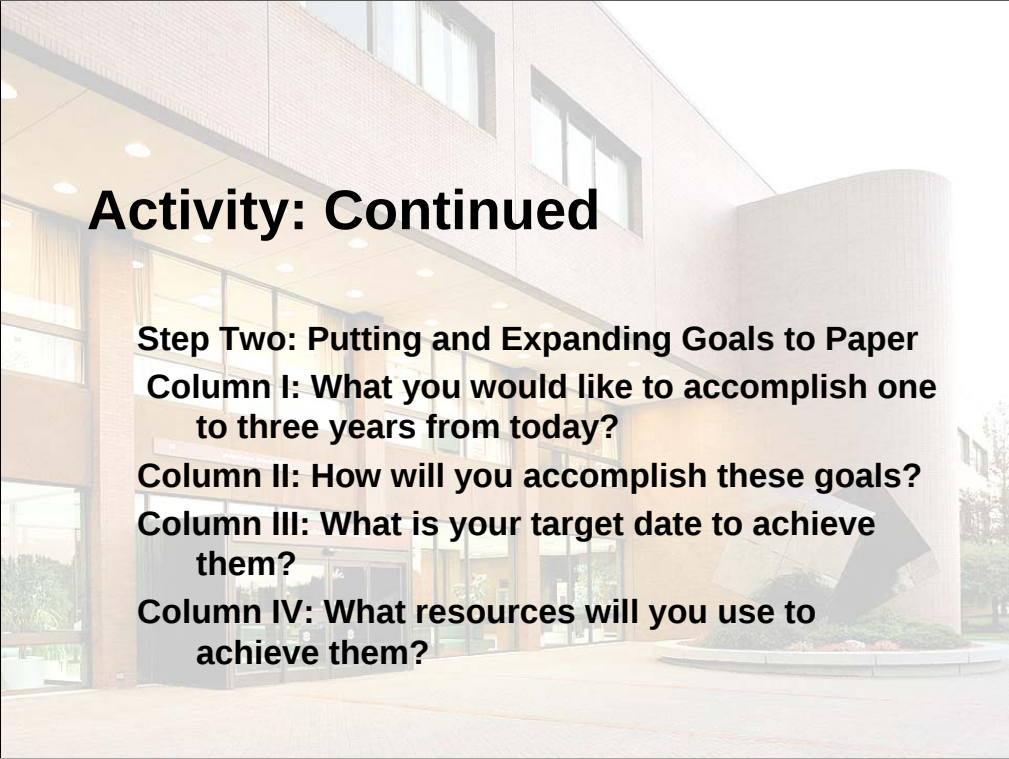
小活动：续

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

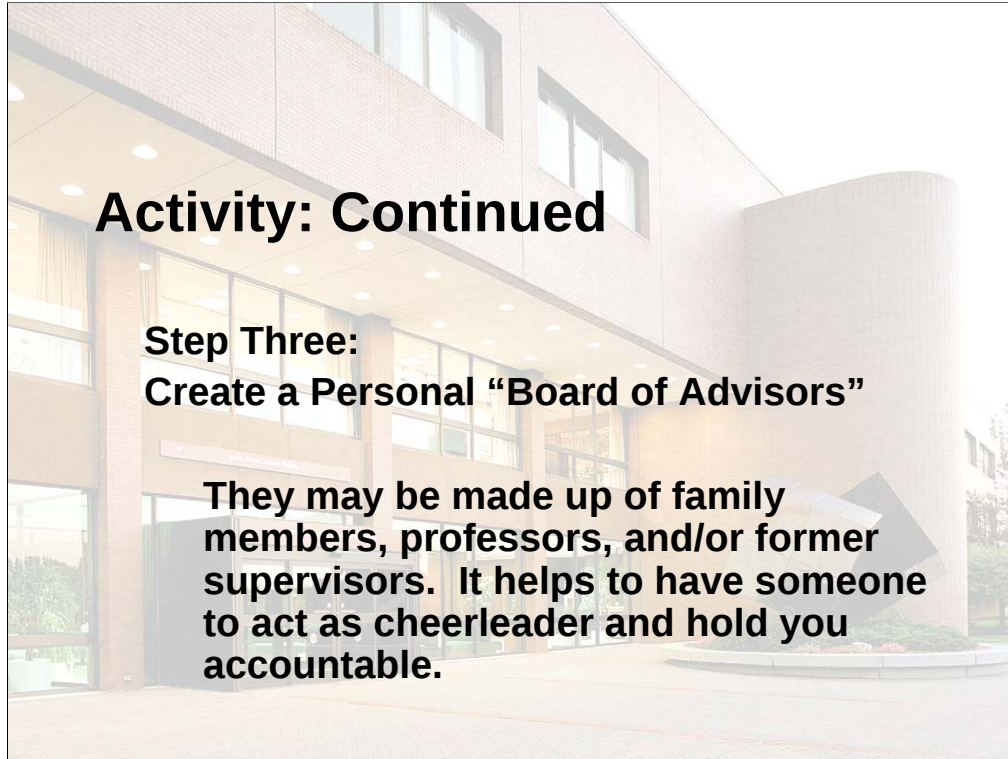
第二步：在纸上写出展开的目标

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？

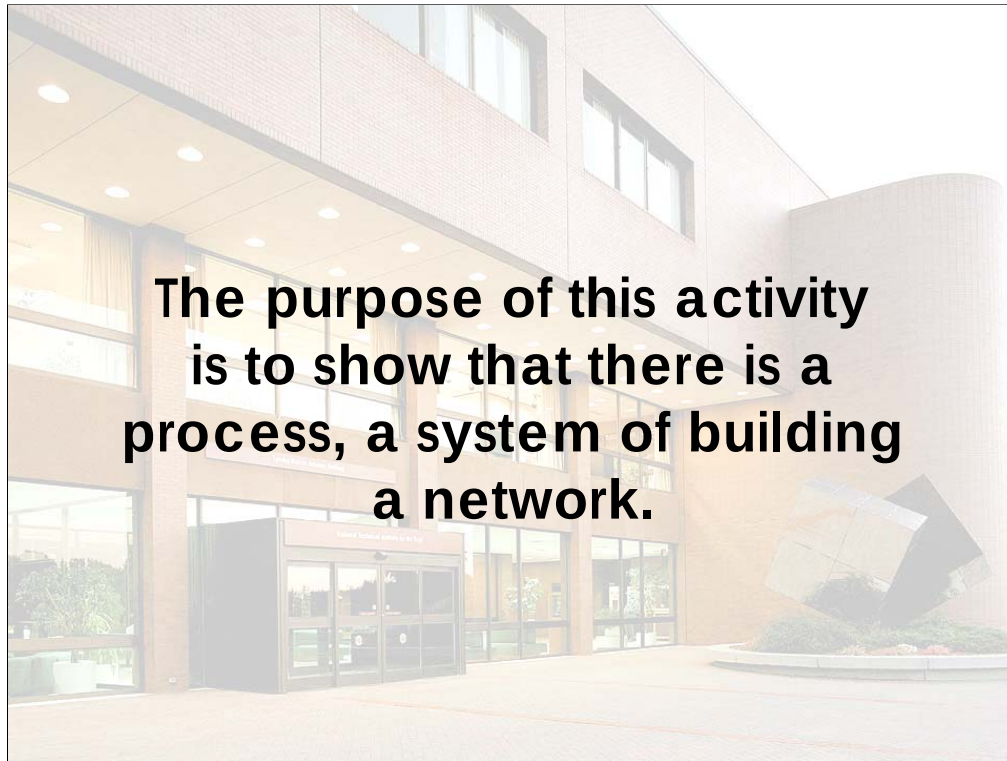
第四栏：你将使用什么资源来完成这些目标？



## 小活动：续

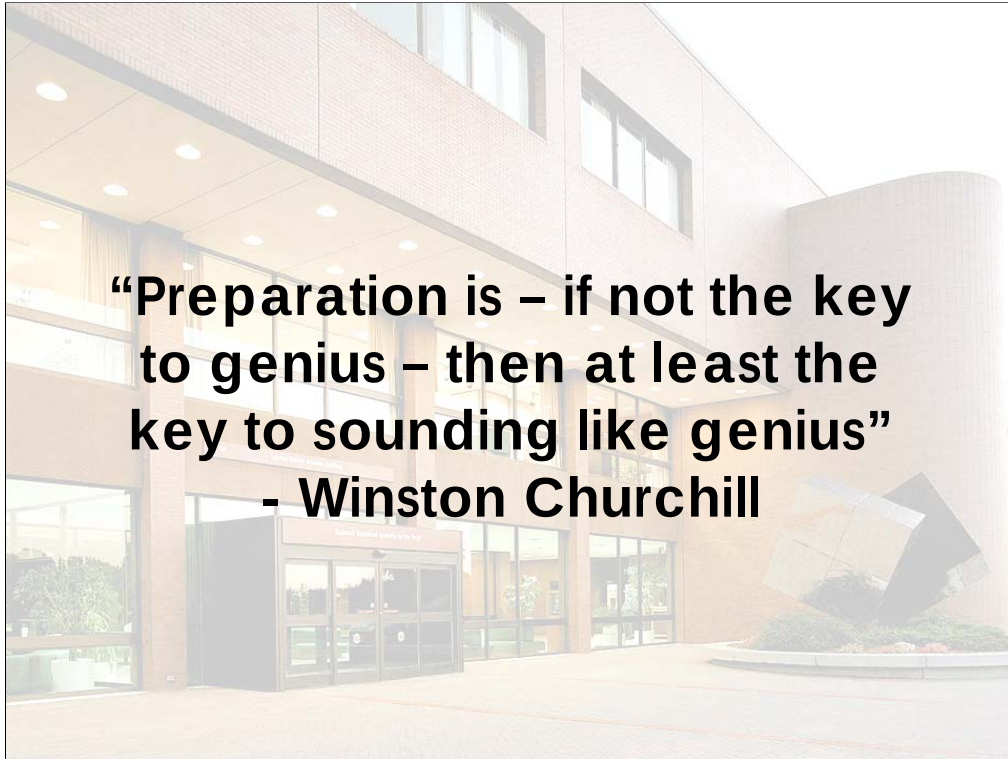
第三步：创建一个个人“顾问委员会”

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。



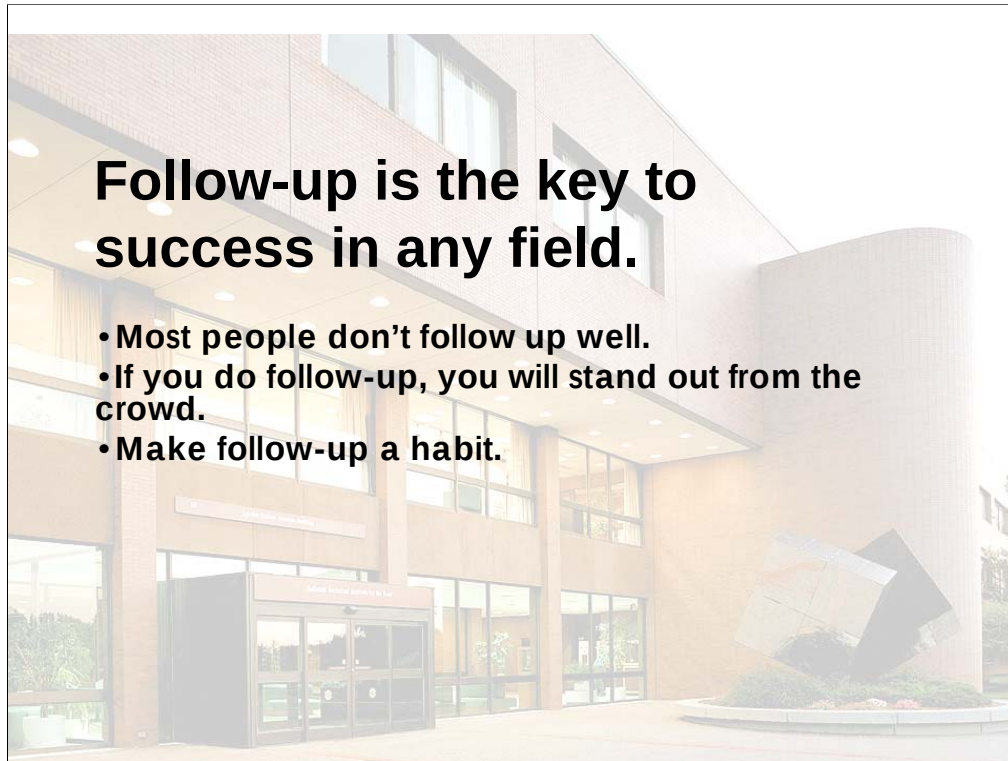
**The purpose of this activity  
is to show that there is a  
process, a system of building  
a network.**

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。



**“Preparation is – if not the key  
to genius – then at least the  
key to sounding like genius”  
- Winston Churchill**

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

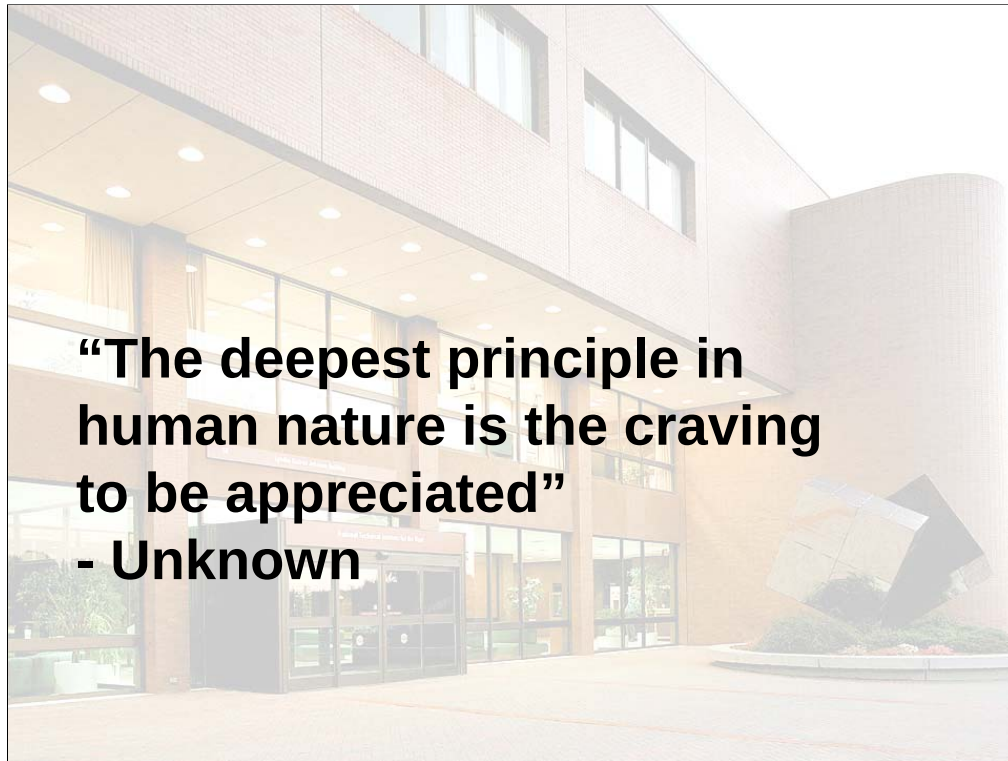


## **Follow-up is the key to success in any field.**

- **Most people don't follow up well.**
- **If you do follow-up, you will stand out from the crowd.**
- **Make follow-up a habit.**

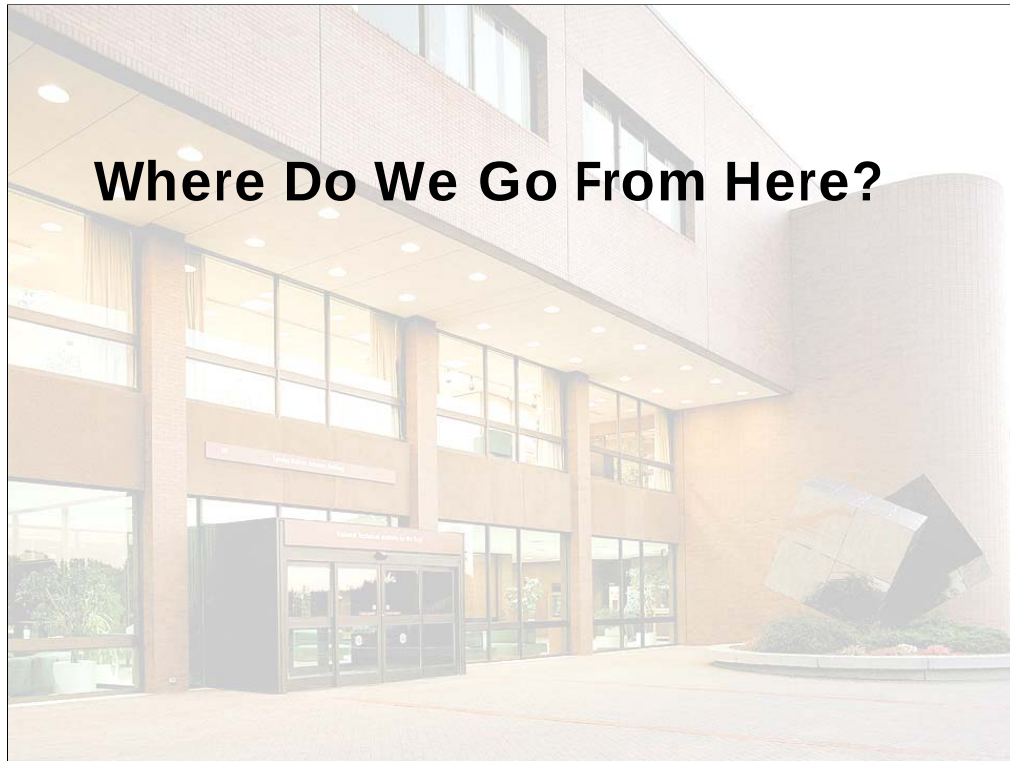
## **后续工作是在任何领域成功的关键**

- 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？