

# GOAL SETTING 2014!

Every week I receive a newsletter from the marketing guru, Robert Middleton. I always find his articles to be insightful. Last week's proved to be just as helpful. In it he spoke about setting goals, as it is customary to do so in January. What he wrote is very relevant not only to a business owner, but to anyone wanting to achieve in the upcoming year.

His main theme was *control*. Set goals that you can control, rather than outcomes you hope happen. His example was of an author that set the goal to sell a certain amount of his books by the end of the year. It turns out a television personality picked it up and created a positive buzz around it. Sales went through the roof! In the end, though, the author took a second look at his goal and thought about it in a different way. He had little, if any, control over how many sold (if he did not purchase his goal amount himself), but he did have control over how often he practiced writing. He had committed to writing a certain amount of words everyday. It was this practice that helped to create a great book. A great book does not guarantee a famous person endorsing it, but if weren't a great book, there is no chance anyone would endorse it. The power lay in the preparation.

This rings true in the classroom, as well! We are constantly told that our students need to meet such and such standards by a certain date, but we have no real control over whether or not our students "choose" to learn and remember the information for the test. HOWEVER, we do have control over many aspects of our classrooms. We know our students, so we know how to plan for them. We know how each learns and how we need to adapt the material to make it interesting, manageable and fun. We know when we will see our students, so we know more or less how much time we have to teach them the necessary material. We can control a lot.

We forget this sometimes.

As you prepare for 2014, I encourage you to keep this in mind. We have one of the toughest jobs in the world. One with little monetary reward and a great deal of criticism; however, we are mentors to the future leaders of our society. Our job is crucial!

Have a great year and as always, please let us know how we can help!

Click here: <http://noteknacks.com/services/> and scroll down to **Consulting** to find out how Kristin can help you meet your 2014 classroom goals!