

Summaries .Com

BUSINESS BOOK SUMMARIES -- READ LESS, DO MORE

HARD GOALS

The Secret of Getting From Where You Are to Where You Want To Be

MARK MURPHY

MARK MURPHY is founder and CEO of Leadership IQ, a leadership training services provider. Leadership IQ has carried out some of the largest and most comprehensive leadership studies ever conducted and the results have been used by companies like Microsoft, IBM, MasterCard, First Energy and others. Mr. Murphy's work has been featured by *Fortune*, *Forbes*, *BusinessWeek*, *The Washington Post* and many other publications. He is also an experienced turnaround advisor having taken more than 100 organizations from weak financial situations to record-setting levels of prosperity. Mr. Murphy is an experienced public speaker and has lectured at Harvard Business School, Yale University, the University of Rochester and the University of Florida. He is the author of four books including *Hundred Percenters* and *The Deadly Sins of Employee Retention*.

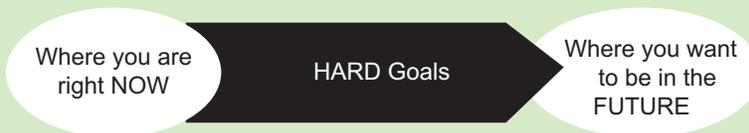
The Web site for this book is at www.HardGoals.com.

ISBN 978-1-77544-673-6

SUMMARIES.COM is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at www.summaries.com.

MAIN IDEA

Why is that some people achieve so much while others seem to just spin their wheels and get nowhere? When you analyze the science of achieving big things, you'll find superachievers set themselves HARD (heartfelt, animated, required and difficult) goals and then go out and work towards achieving those goals with passion and intensity. It's the setting and achieving of those HARD goals which drives their achievements.



To achieve more, get into the habit of setting yourself HARD goals – goals which are heartfelt, animated, required and difficult.

H Heartfelt Pages 2 -3

If you don't really care about your goals, there's not going to be much motivation for you to achieve them. To achieve more, make certain you're going after what you want more than anything else. HARD goals are not just nice-to-have if they're not too much trouble. A HARD goal has to be something which promises you more value than any other goal imaginable and therefore you're not going to let anything get in the way of making it happen.

A Animated Pages 3 - 4

HARD goals are so vivid and alive in your mind that if you don't reach them, you'd feel like something's missing in your life. You can and should use the same visualization and imagination techniques which some of the greatest minds in history have used to make your goals come to life in your imagination. Geniuses use their imaginations to soar and so should you.

R Required Pages 5 - 6

Procrastination is the killer when it comes to realizing your dreams. HARD goals overcome this by using cutting-edge techniques from science such as behavioral economics. You have to convince yourself achieving your goals is a necessity, not an option. If you make the future payoff of your HARD goal so much more satisfying than what you're experiencing today, you automatically make your HARD goals look a lot more attractive – and the more attractive they are, the greater the urgency you will feel to get going on them right away.

D Difficult Pages 6 - 7

When it come to difficulty, there's a definite sweet spot to aim for. You want to set goals which are so hard they will force you to tap into all the talents you possess so you'll feel a sense of achievement. On the other hand, you don't want your goals to be so difficult you give up without even trying. What you have to do is assess your past experiences, figure out where your goal-setting sweet spot is and then set goals within that sweet spot which will propel you forward to the stellar results you want.

Putting everything together – HARD Goals Page 8

The generally accepted wisdom in business is execution is more important than vision – it's better to fully implement a half-baked idea than it is to get stuck in analysis paralysis and do nothing. That may be true but if you aspire to accomplish impressive things, set HARD goals which are so powerful implementation won't be a problem. Get your goals right and implementation will take care of itself. That's the power of HARD goals to move you from where you are now to where you want to be in the future.

