McCombs Career Webinar

Thursday, September 15
The Power of Clarity: Creating Goals that Move You

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Clarity Creates Movement

- Have you ever had so many ideas you didn’t know where to start? Ever felt “stuck in a rut?”
  - Career transitions
  - New business ventures

- Too many ideas held in the mind creates an experience of being stuck
  - What is next?
  - Which one is most important?

- Clarity - Creating goals that move you
  - Externalizing and building a clear picture
  - Focused and meaningful attention
What’s the Problem?

- Being in a problem-based frame creates a stuck or confused state of mind:
  - Confusion from competing ideas
  - “Holding” many ideas (cluttered room)
  - Identify with having a problem
  - Lost in the fog
  - Actions taken may not support goal
What’s in a Question?

**Problem-based**

- How long have you had this problem?
- Who caused it?
- Why did it happen?
- How do you feel about it?
**What’s in a Question?**

**Outcome-based**

<table>
<thead>
<tr>
<th>Question</th>
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<tbody>
<tr>
<td>What is it you want?</td>
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<tr>
<td>How will you know you have it?</td>
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<tr>
<td>What support do you already have?</td>
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<td>What stops you from having it?</td>
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[Image of a smiley face]

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[Logo: Alumni Career Resources]
Problem vs. Outcome

- Problem-based frame focuses on what’s wrong
  - Focus on having a problem creates paralysis
  - Overwhelm makes it hard to see beyond the moment
  - Past-orientation (hopeless or defeated)
  - Feeling stuck

- Outcome-based frame focuses on what could be
  - Questions geared toward identifying resources
  - Easier to identify specificity, measurement, time and results
  - Future-orientation (optimistic and possibility)
  - Moving towards the goal
Moving Towards a Goal

- Outcome-based frame focuses on what could be
  - Level of clarity
  - Roadblocks (perceived and actual)
  - Evidence of having (how will you know?)
  - Resources available
  - Additional resources
  - Strength in desire

In addition to clarifying goals, outcome-based questions help move you into a positive frame of mind thus supporting the actions/steps needed to achieve a goal.
Creating Clarity

Using outcome-based questions helps you create clear goals.

- Let’s explore. Choose something you’ve been thinking about but haven’t taken action.

- Here are some ideas:
  - Career transition
  - Business opportunity
  - Long held dream or desire
  - Explore a new idea
  - Do something different
What Is It You Want?

- State in the positive
  - I want to make a lot of money vs. I don’t want debt
  - I want to build a successful business vs. I don’t want to fail

- If it is easier, start with the negative

- What will happen when you get it?
  - “System” check
  - Prepares for next question (experiential)
When, Where and Who Else?

- This question further designs the picture for accomplishing the goal
  - Specific, time bound and measurable
  - Checks for other issues that need to be addressed:
    - Impact on Others
    - Level of Change
    - Past History
How Will You Know You Have It?

- This question asks
  - What is the evidence?
  - How will you know you are done?
  - What will you ‘see’ when you have accomplished the goal?

The power of this question lies in the “picture” or clarity it creates. Clarity gives us a powerful place to start from, as we begin to see through a “possibility filter.”

We seem to notice more opportunities and resources as they come our way.
What Support Do You Have Already?

- **Possibility Filter**
  - Helps us realize support we already have
  - Identifies actionable steps
  - Creates a stronger sense of possibility
    - Future-based perspective
    - Appropriate change level
What Stops You?

- This question identifies underlying issues:
  - Limiting beliefs
  - Value misalignment
  - Too big of a change

- And helps uncover self sabotage:
  - Strategies for creating roadblocks
  - Fear-based behaviors

This is very powerful as it enables awareness around concerns and/or limitations gives you an opportunity to address.
Increase your clarity factor to support achieving your goal.

- Using the outcome-based questions helps shift from the problem mindset to one of possibility
- Shifting your perspective allows you to become clear about what you want
- Knowing what holds you back from achieving your goal creates opportunity to break free from the ‘problem cycle’
What’s Your Clarity Factor?

- Increase your clarity factor to support achieving your goal (cont’d).
- Creating a clear picture of your goal helps you identify resources and actions ( possibility filter)
- Knowing what actions are required promotes commitment, discernment and focused efforts

Achieve your goals by allowing yourself to “play in the zone!” (It is a lot more fun.)
Want More Information?

If you’d like learn more about the full set of outcome-based questions, limiting beliefs or value-based goals contact me:

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Making Goals Real…One Thinking Block at a Time
Thank You!

- The recording of today’s presentation, along with the PowerPoint slides, will be available on our Career Resources web page by next week:

  http://new.mccombs.utexas.edu/Alumni/Career.aspx