The NLP Goal Setting Model
"The Well-Formed Outcome Model"

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Goal setting functions as a prerequisite to success in most areas of life. Yet sadly, still ninety-five percent of people do not set goals. Who do these ninety-five percent work for? The five percent who do!

The Neuro-Linguistic Processing (NLP) model enables us to go beyond mere "goal setting" into the actual "programming" of our minds to drive us toward our desired goal. How does it do this?

The brain works primarily from our sensory system (pictures, sounds, feelings). The NLP goal setting model addresses this by getting our goal sensory specific. But it doesn't stop there. For, the brain not only uses the sensory system, it also uses our word meanings that drive the sensory system. For this reason, the NLP Goal Setting Model makes absolutely sure that we language ourselves in such a way as to drive our very neurology and physiology towards obtaining our desired goal.

The specificity of the NLP Goal Setting Model facilitates concentration on what you internally see, hear, and feel. Your attention will direct itself toward external and internal resources necessary in achieving the goal.

The NLP model provides the following key components that enable you to effectively identify your desired outcome and it begins by eliciting that outcome even now:

1. Stating the goal in positive terms.
2. Specify the goal in sensory-based terms.
3. Specify the goal in a way that you find compelling.
4. Run a Quality Control check on the goal to ensure balance in all areas of your home/work life.
5. Ensure the goal can be self-initiated and maintained.
6. State the context of the goal.
7. State the resources needed to achieve the goal.
8. Evidence procedure.

In teaching this model, I encourage the class participants to take it very seriously. The reason- the questions of this model are carefully designed to make sure that your outcome is suitable for you in all areas of your life. I like to add, "Make sure you want it for you probably will get it." When I first learned this model in 1990, my outcome was to become an NLP Trainer. Well,

it worked. As you go through the questioning, pay close attention to any "voices" or feelings in you that may indicate that your goal either isn't for you or needs adjustment. Once you have your goal so defined that you can answer the questions and be totally aligned with your goal, then go for it! We wish you great success in your goal-setting venture

Linda Rounds works as a Human Resource Manager. She has taken the model and created a questionnaire for the "360 Review" process used at the company where she works. This model is widely used. She says,

> A 360 Review is where the employee's peers along with his/her manager review the employee. It is designed to ensure employees are accountable to everyone in the company instead of just shmoozing up to the managers. It is a great process because it provides more accurate information on the employee's behaviors and skill set. It also reveals when there is a gap between the manager's perception of the employee and the perception of the employee's peers.

> Although there are many ways to administer the 360 Review, I have designed our process so that on the employee's anniversary month he/she chooses seven individuals to participate in the review. The employee must choose their immediate manager, three co-workers within their same department, and three internal customers (employees). Their manager approves the list but is only able to add someone to the list, they cannot take anyone off of the employee's chosen list.

> The review form itself is completely designed from our companies' six Corporate Values & Beliefs. We measure employee performance based off of the values & beliefs because we believe that the more they are aligned with our stated values and beliefs the better chance we have of fulfilling our Mission Statement.

The following is the questionnaire that Linda has created and made available to our readers:

Developing Goals – The NLP Model
Going Beyond Mere "Goal Setting"

Goal # _____

Name: _____

Present Situation

1. **In what category does your 360 Review reveal the greatest opportunity for improvement?**	
2. **Where would you like the score to fall next year?**	
3. **What do you want to achieve by obtaining the above score (be sure to state it in the positive i.e., "I am improving my time management skills").**	

Specify in Sensory Based Terms

1. **What specific do-able steps will you take to achieve your goal?**	
2. **What comments from others will be different on your 360 Review once your goal is achieved?**	
3. **How will your perception of yourself be improved by accomplishing the goal?**	

Quality Control Check

1. **What will you ultimately gain through achieving**	

your goal?	
2. **What will you lose by achieving your goal (think carefully about this)?**	
3. **Is your goal achievable? Why or why not?**	
4. **Will obtaining your goal provide a balanced home/work life?**	
5. **What conflicting thoughts do you have about achieving your goal?**	

Goal Context

1. **What is your specific timeline for accomplishing this goal?**	
2. **Have you ensured that your goal is self-initiated and controlled?** **(You should not have to involve anyone else to accomplish your goal)**	
3. **How will you measure or recognize improvement?**	

Resources Needed to Achieve Goal

1. **What resources or training will you need to accomplish your goal?**	
2. **Who else has achieved this goal that could serve as a mentor?**	
3. **What prevents you from moving toward and attaining your goal now?**	

Evidence Of accomplishment

1. **How will you know that your goal has been achieved?**	
2. **What evidence will others have, see or experience that will indicate to them that your goal has been achieved?**	

In signing below, both the employee and manager are in agreement and understand the expectations set above. Additionally, both manager and employee are in agreement with the plan and timeline that has been established to meet expectations.

(Signature Required)

_____ _____ _____
   Employee Signature   Manager Signature   Date