

SET & FOLLOW THROUGH WITH GOALS

ZenFounder talks with Tracy Osborn

Episode 51: Founders on Goals: Tracy Osborn



Rob and Sherry launch their new “Founders on Goals” series in which they interview founders on how they set and follow through with goals. In this episode Rob interviews Tracy Osborn of [WeddingLovely](#).

Daydreams are ineffective.
The more you positively
fanaticize about what you'd like
to achieve, the less likely you are
to achieve them

- Gabriele Oettingen, Professor of Psychology

How do you go about setting goals?

“The biggest thing I do with my goals is write them down because if I don’t I get completely overwhelmed by all the different ideas that pop into my brain”

**Even though you have smaller goals,
do you have broader long-term goals?**

“Yeah in my Google Doc I have my daily goals. At the top I have **big goals which are very general. There are no milestones for these, they’re just a feeling.**

After I have my **medium goals to achieve next year or so
And then there are **small goals** which are things that need to happen in the next month or at the moment.”**

How do you come up with your goals?

“They kind of just come to me. I’m really lucky to have a cabin in the woods. I’ll just go out there and look at the trees, write down what’s bothering me and just refine my goals that way”

How often do you re-evaluate your goals?

“It a lot to do with feelings. If I find myself waking up in the morning and hating what I do that will usually dictate that I need to change where I’m going”

How do you track progress on your goals?

For **big goals** it's just looking at them every day and noting that I haven't achieved that yet but for **medium goals** like my new website or book sales, I use analytics. For my **small goals** I track them through a Chrome extension called **Momentum** which also keeps me on track"

Do you see any short comings in your goal process?

“ I can give myself a deadline but I don't usually and the problem with not having deadlines is that when I jump between all the different things that I want to work on I think they take too long as a whole, to be accomplished”

Goal Setting Tip #1

Having an external person to have an accountability call with can be extremely helpful if it's with the right person

Goal Setting Tip #2

To be more successful at achieving the goals you set, be realistic about what it takes to achieve a goal.

Goal setting in essence is preparing for a challenge.

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Example Only