

## COMMIT, CHALLENGE, CRUSH IT

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This Exercise will help you pursue more balanced goals using the 3C framework.

### INSTRUCTIONS

1. *Select one professional ambition.* Make sure the goal meshes with your core values and does not show any signs of the Honor Roll Hangover.
2. *Create sub-goals using the 3C framework.* Frame the goal positively, in terms of a behavior or an aim you want to move toward.
  - **Commit.** The minimum of what qualifies as success.
  - **Challenge.** Should feel like a bit of a stretch.
  - **Crush It.** Let your dreams run wild.
3. *Decide what actions you must take to hit your Commit goal.* Master your Commit goal consistently for at least one to three weeks before doubling down on what's working and expanding.
4. *Track your progress.* Experiment to find the method that helps you measure your progress without becoming obsessive about metrics. Below are a few of my favorites:
  - **Weekly or monthly review.** Every Saturday morning, I complete a "CEO Report" that documents quantitative areas in my business (revenue, email subscribers, etc.), plus qualitative data like how I'm feeling, lessons learned, and upcoming projects.
  - **The Seinfeld method.** Comedian Jerry Seinfeld once told a young comedian to get a large calendar and put a big X over each day he wrote jokes. "After a few days you'll have a chain . . . You'll like seeing that chain, especially when you get a few weeks under your belt. Your only job is to not break [it]." Visual cues give you a concrete way to see your progress, motivating you to stay the course. If you prefer digital tracking, I like Stride and Coach.me.
  - **The paper clip strategy.** Another visual goal-tracking tool is starting the day, week, or month with a stack of paper clips, marbles, or coins in one jar and moving them over to another jar whenever you take an action related to your goal.

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*Kelly*

MY AMBITION IS		
To get a seat on the board of a non-profit organization and position myself as next in line as Executive Director of the agency		
COMMIT GOAL	CHALLENGE GOAL	CRUSH IT GOAL
Attend one networking event per month	Attend two events per month and/or speaking at an event	Organize and emcee a panel of industry experts
ACTIONS I NEED TO TAKE		
Coordinate childcare with my husband for nights I'll be out		
Find options for other spin classes to go to		
Make a list of events I want to go to		
Research contacts to reach out to about speaking and/or being on a panel		
Write an email template to pitch myself as a speaker		
HOW I'LL TRACK MY PROGRESS		
Keep a log in my paper planner of the events I'll go to, who I meet, and who I'll follow up with		

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