

Dreams, Intentions & Goals

{self-paced exercise 2 of 5 in Success Series}

Pink Spark Creative

PinkSparkCreative.com

lisa@pinksparkcreative.com

Success Series : Dreams, Intentions & Goals

Lisa Mueller | Pink Spark Creative

This self-paced exercise is the second of five exercises in the Pink Spark Creative **Success Series** and it will help you identify your dreams, intentions and goals. Follow each of the steps to map out your dreams, set your intentions and achieve your goals. These three words are often used interchangeably but they are in fact very different. We'll discuss their definitions before working through each part of this exercise. Are you ready? Grab your planner or calendar, favorite writing utensil, and get started!

☉ What are dreams?

- > Dreams are an aspiration, goal or aim.

Take a moment and think about your dreams. Your dreams may be about your personal life, business or health. Dreams are something you are just thinking about that inspires you.

☉ What are some of your greatest dreams? Jot down the first ones that come to mind.

Spontaneously thinking about your dreams often allows some that have been pushed to the back of your mind come forward. If you have any difficulty jotting down your dreams, relax and give it another shot.

Why are dreams important? Dreams allow us to think big. If you're thinking about starting your own business or turning a creative passion into a profitable enterprise, you need to dream. You need to think big. And then you need to set goals and define intentions. The goals and intentions are the action plan and steps you will take to make your dreams a reality. Some dreams will be ginormous and lofty while other will be more reasonably sized and attainable. Allow yourself to have a good mix of both types of dreams to keep you motivated and inspired to make them a reality. Another reason dreams are important is because most creative people have a vivid imagination and visualize success as images rather than words alone. Sketching out your dreams can be fun and eye-opening, but if sketching isn't your thing, try finding some photos and words that express your dreams and create a vision board.

☉ Draw, sketch, paint or collage your dreams. Let your creativity flow to show what your dreams look like expressed as color, shape and texture or get to work on your vision board.

- ✓ Use the back of this page or a fresh sheet to capture your creative expression!

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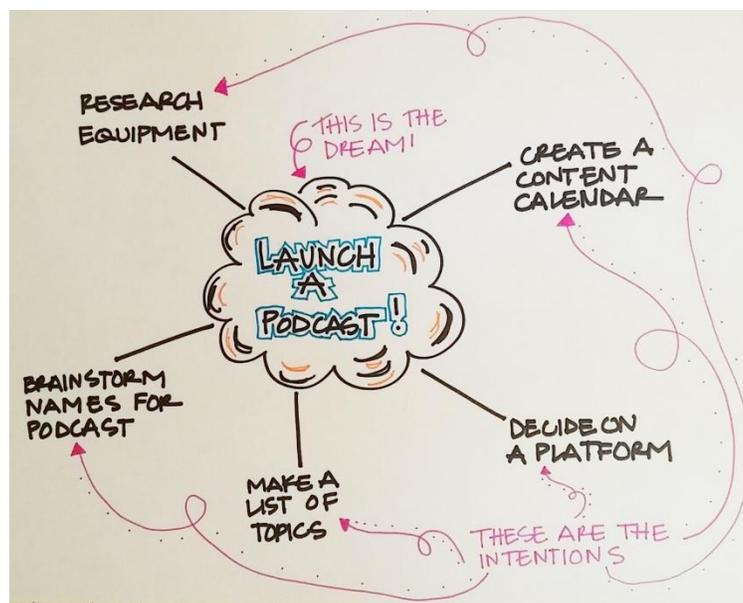
- ◎ Think about the first exercise in the Success Series, Define Your Success, for a moment. Do you remember the three words you chose to best describe the success you envisioned? (If you don't, take a moment to refresh your memory.) Visualize these three words. Do they appear in your dreams? Take a moment and note how your three words appear in your dreams. If they don't, are there any words or feelings that stand out. Write those words down. As you work through intentions and goals, you'll probably see these words again.

Now we'll move on to intentions!

- ◎ **What are intentions?**

- > An intention is a thing intended; an aim or plan.
- > An intention is the thing that you plan to do or achieve.

If dreams are things you think about or aspire to, consider intentions the path to achieving your dreams. If you were to draw a mind map of how to achieve your dream, what would it look like? If you aren't familiar with mind maps, give it a Google. Write or sketch your dream in the center or at the bottom of the page and add a bubble with each intention or part of the plan to achieve it. Here's an example below.



Think of intentions as being similar to goals, but more like the action plan. It will make more sense when you work through the goals. Your intentions can be broad, as shown above, or broken down into smaller steps (goals) you'd need to accomplish to achieve your dream.

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◎ What are goals?

- > The objects of a person's ambition or effort; an aim or desired result.

So, you're probably thinking that the definition of a goal sounds a lot like intentions and you're right. Both are an aim you wish to achieve, but for this exercise think of goals as the smaller steps in the big picture action plan. Intentions are part of goals. And dreams are part of goals too.

The best way to reach your goals is by making them S.M.A.R.T. S.M.A.R.T. goals are those that are Specific, Measurable, Attainable/Achievable, Realistic and Time-Bound. S.M.A.R.T. is an easy way to remember how to set goals. Follow the S.M.A.R.T. guidelines and you'll be reaching your goals in no time! Choose a goal (or more than one!) and complete each section below. Be sure to include all of the necessary information to make your goal S.M.A.R.T.!

Specific: Define your goal. Do not use generalizations. Narrow it down. Focus on what is important. A goal that is too broad would be: I want to start my own business. A more focused goal is: I want to start a pet photography business in Knoxville, TN servicing 20 clients per year, earning \$20,000 annually before expenses in the next 12 months.

Write one or more of your goals below and fine tune it until it is specific.

Measurable: S.M.A.R.T. goals are measurable in different ways. Looking at the example used above, the goal is measurable in number of clients as well as income. Goals must include a measurable component in addition to time which is covered under Time-Bound. By what criteria is one of the goals that you wrote above measurable? If you can list more than one measurable criteria, even better!

Achievable/Attainable: True S.M.A.R.T. goals must be both achievable and attainable. Setting too lofty a goal will set you up for failure. If in the example above you had indicated you wanted to earn \$1M servicing only 20 clients per year that might be a stretch and unattainable. Be sure the goal is realistically achievable. Not too hard. Not too easy. Just right! Jot down below how your goal is achievable and/or attainable.

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Realistic: Is your goal too lofty? If you've already identified that your initial goal was unachievable, then you've most likely realized it was unrealistic. Is this goal realistic? Using the photography business example above, would the goal be realistic if the time frame for achievement was 3 months? Probably not. Setting goals that are not realistic is a sure fire way to fail. You've covered Specific, Measurable and Achievable/Attainable, so the next step is to make sure it is realistic. Write out your example goal realistically. Don't worry if it's not perfect. It will get there!

Time-Bound: Sometimes this is referred to as time-sensitive, but what it really means is that you have given yourself a deadline for achieving the goal. Goals without this component may never be realized. Deadlines are the only way to ensure you give yourself both enough time to reach the goal while making sure all the actionable steps are completed in a timely manner. Do you want to achieve this goal in two days or two years? What is the timeframe for your goal? This is a great time to get out your planner or a calendar and mark your deadlines and timeframes.

Now that you have made some notes about your goal and made sure it conforms to the S.M.A.R.T. methodology, rewrite the goal using the S.M.A.R.T. outline. Now get out there and achieve it!

This exercise is easy to use again and again when you want to identify your dreams, define your intentions and set goals.

You made it! You have successfully identified your dreams, intentions and goals!

Did you find this exercise helpful? If so, please drop me an email at lisa@pinksparkcreative.com and let me know what your dreams and goals are and how you plan to achieve them. If you are having some difficulty or you found this exercise complicated, time-consuming or ineffective, I want to know that too. If you know someone who may benefit from this exercise, share it with them!

The next self-paced exercise in the Pink Spark Creative Success Series is **Identifying Your Creative Business Strengths and Weaknesses!** If you're not already on the Pink Spark Creative mailing list, be sure you sign up to receive each of the exercises in the series [here](#).

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pinksparkcreative.com

865.406.3870 - lisa@pinksparkcreative.com - @PinkSparkCr8ive