

Success Bully Birthday Goal Setting Workshop

Overview:

We are professional butt kickers. [Success Bully](#) is an elite accountability practice dedicated to supporting high-performing, Type As that are stuck.

We offer strategic goal setting and accountability programming (professional butt-kicking) for 1:1 clients, small groups, and corporate partners, as well as inspiring action-oriented content to help with goal attainment across both their personal and professional lives (Check out the Success Bully podcast on [iTunes](#)).

Our previous clients include: Amazon (sub-vendor with [ThinkGen](#)), Alley to the Valley, [Apptio](#), CEO Wattage, [Ladies Get Paid](#), [PartnerTap](#), [O'Reilly Media](#), [Team Soapbox](#), The Swing Shift, and [WeWork Labs](#).

Background:

Modern notions suggest that it takes 21 days to create a new habit. Science has proven that it takes 33 to 66 days to develop a new habit and roughly 90 days before seeing marked results of those changes. According to the American Society of Training and Development (ASTD), there is 65% goal completion if you commit to someone. **If there are specific accountability appointments, goal accomplishment goes up to 95%.** Success Bully merges this powerful combination of strategic goal setting and accountability for real action.

Challenge: We often have big hairy audacious goals, but no roadmap of logical next steps to get there. In other cases, we are scared by the sheer size of the goal and fail to even get started. Success Bully has a simple solution to break goals down into snackable steps.

Solution:

At Success Bully, we believe in focusing on 90-day increments. As confirmed by a study conducted by the American Society of Training and Development, it is enough time to develop new habits to accelerate towards a big hairy audacious goal. We believe you can truly change your life in 90 days.

This interactive goal setting workshop is designed to help create clarity and an action plan over the next 90 days. We help map out a realistic plan to develop habits that set your team up for a strong rest of the year.

The Goal Setting Exercise: Our goal setting exercise technique is not homework to be printed and thrown away or never completed. It is an exercise that is facilitated and completed in real-time. In this 2-hour exercise we cover the following:

What you'll learn — and how you can apply it

Simple SWOT Analysis

- Identify the “magic number” for your business
- Tips to use a SWOT matrix to check in on your business and yourself as a leader
- Using the opportunity quadrant to direct your goal setting

Common goal setting missteps

- Assigning weight to wishful thinking rather than a S.M.A.R.T Goal
- Convoluted roadmaps to achieving the goal
- Serendipitous planning versus realistic planning

A new approach to goal setting

- Goal Sniff Test
- Clear pathways and benchmarks



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- 360 communications plans for progress

Create your first SMART Goal and 90-Day Action plan using the 3 “S” s

- S.M.A.R.T. Goals
 - Clearly define your focus area and why it is important to you
 - Distill your goal into a S.M.A.R.T Goal
 - Align your S.M.A.R.T Goal to corporate objectives
- Simple planning + tracking
 - Breaking the goal down into an action plan with 30, 60, 90-day benchmarks
 - Keeping your S.M.A.R.T Goal in front of you
 - How to check and communicate your progress
 - Identifying the best tools for you
- Structured Accountability & Communication
 - How to shift a relationship to an accountability partnership
 - Structuring a 1:1 meeting to focus on the progress alongside the action plan
 - Driving the conversation to highlight progress and areas requiring support

By the end of this live, workshop, you’ll understand:

- Common goal setting errors and how turn a thought into a goal
- The importance of breaking down the process and leaning into accountability to achieve the goal
- How to apply this process to both personal and professional goals

And you’ll be able to:

- Create your own S.M.A.R.T goal with a 90-day plan
- Develop tracking structures for your S.M.A.R.T goals
- Communicate goals and progress to managers

Outline:

S.M.A.R.T Goals (60 minutes)

- Simple SWOT - 10 Minutes
- Presentation: Common Missteps & New Approach – 10 minutes
- Discussion: 5 min
- S.M.A.R.T. Goal Presentation & Exercise --30 Minutes
- Q&A – 5 Minutes

Break: 5 Minutes

Simple Planning + Tracking (5 0minutes)

- Breaking the goal down into an action plan with 30, 60, 90-day benchmarks presentation + Exercise: 20 minutes
- Tracking preferences: 5 minutes
- Tracking tips and recommendations Presentation: 10 minutes
- Structured Accountability & Communication Presentation: 10 minutes
- Q&A – 5 Minute

About Success Bully:



Keita Williams is the Founder and Chief Strategist of [Success Bully](#), an elite accountability practice for visionaries who need strategic support (a professional butt-kicking) to create momentum in their personal and professional lives. We tailor bespoke 90-day sprints to develop clarity and habits to achieve big hairy audacious goals.

At the end of 2016, Keita dusted off her vision board and woefully looked at the goals that she had set for herself late in 2015. It was an eye-opening experience. Most areas remained unchanged and, in some cases, there was backward momentum. She found that this was also a recurring theme among her circle of influence.

What could have been done differently? The answers were crystal clear -- an actionable plan and some good old-fashioned accountability. From there, the proud Wildcat holding a B.S. from Northwestern University in Communication Studies created Success Bully. This rapidly growing practice

includes three focus areas 1:1 services, workshops/seminars, and content including the Success Bully Podcast that feature tips and intimate interviews with founders and business leaders. Other Highlights include:

- 5 profitable businesses were launched during our 90-day sprints.
- Over \$15MM in additional revenue was generated from previously unfocused founders.
- The Success Bully startup group coaching clients achieved results, including becoming cash flow positive, hiring additional team members, and raising just under \$1M in funding in 90 days.
- Clients with established businesses have launched new profitable service offerings and booked over 50 paid speaking engagements globally.

For more information, check us out on successbully.com, @successbully on [Instagram](#) & [Twitter](#) and download our weekly Success Bully podcast on [Apple Podcasts](#).