

SETTING GOALS TO WIN MORE GOVERNMENT CONTRACTS

EBOOK

- Discover the difference between results and performance oriented goals
- Who are "Naysayers" and why you must avoid them
- How to take immediate ACTION
- Discover simple steps that you can do to achieve your goals
- Includes a Vision Map & Goal Setting Worksheet
- Plus much more...



SETTING GOALS as a GOVERNMENT CONTRACTOR

“The difference between a goal and a dream is the written word.”

-Gene Donohue

As you stare through the glass you paused to glance at the squirrels scampering around looking for buried nuts in the shivering cold. You can feel the winter chills sneaking through the cracks of your windows. You lean back comfortably, on a rustic sofa with big pillows around you. While sitting, you sip on warm mocha, as you reflect on the previous year as a new one is here.

For some, it's been a year of great fortune, but for most, it's been a year of disappointment and frustration. In the government contracting industry, you've seen friends come and go, as they competed in this market. You look at them and wondered why one company is more successful than another. Even more, the fear of the “budget cuts” and “recession” is weighing heavy on your mind. As you're singing the blues of yesteryears, your thoughts turn to the upcoming year. You're wondering what this New Year will bring.

You know that profits are made, first, in the mind, before they appear as *Benjamins* on paper. Great fortune is found in the goals and plans you set, “for if we fail to plan, we've planned to fail”.

So, what goals do you have this year? How many prime contracts do you plan to pursue? What are your next steps? Well, setting the right goals is critical to success. It's about education, planning and execution. Shall we dig deeper?

EDUCATION: LEARN TO LOVE LEARNING AGAIN

To achieve your business goals, first you must invest in yourself. What education must you pursue in this New Year? Growing your revenue in the federal market begins by equipping your mind. Ask yourself, “Have I grown in my knowledge of procurement? Whom have I associated myself with to increase my core knowledge? What classes can I take to better educate myself this year? What certifications can I get? What books can I read?”

Here are a few links to resources, e-books, articles and websites that can enlighten you about the education you might need to succeed in the contracting market.

Join association

www.govassociation.org

Join association

www.nasbc.org

Join association

www.ncma-hq.org

Join association

www.governmentcontractors.org

Enroll in training www.govfasttrack.com
Enroll in training www.mainesbdc.org
Enroll in training www.aptac-us.org
Enroll in training www.tinyurl.com/contract101

Read book www.tinyurl.com/12stepstowin
Read book www.tinyurl.com/contracting4dummies

PLANNING: HOW TO SET GOALS

Once you've acquired the proper knowledge, your next step is to set specific goals and plans. Here are a few guidelines on goal setting.

GUIDELINES ON SETTING GOALS:

- 1) Write down your goals.

Writing down your goals forces your thoughts to be specific and concrete. It is the beginning of realizing your dreams. Gene Donohue states that a goal is merely a dream if it is not written down. Also, writing down your goals helps you to retain the information better. Your goals are reinforced as it goes from thought to paper.

- 2) Set performance-oriented goals, not results-oriented goals.

There is no right or wrong ways to setting goals. The important thing is setting them. However, the types of goals you set will matter in whether you achieve them or not. The secret to setting achievable goals is setting measurable goals, or performance oriented goals. When you set results-oriented goals; like, setting a goal to win an extra \$100,000 a month in contracts can cause anxiety and feelings of failure. Also, you can never fully control your results because too many variables exist outside your control. Hence, performance goals are better: they focus on your character and healthy habits, things you can control, which, inevitably, will lead to high-performance results.

Example:

Result-oriented goal: Win one contract a month.

Performance-oriented goal: Bid on 5 contracts a month.

So, again, what's the difference between results-oriented and performance-oriented goals? The key word is "*control*". You may not control whether you'll win a contract from the Department of Defense. But you can control the number of bids you submit per month. Naturally, the more bids you submit, the greater your chance of success.

3) Set goals you're passionate about.

Having passion for your goals will motivate you when you're down, discouraged, demoralized and disappointed. So, if you're excited about your goals, you'll be more likely to achieve them. Go after contracts which you feel comfortable doing. Don't venture into new niche markets that you have no passion about.

4) Set realistic goals.

Let's say you're new to the government market and you set an ambitious goal of winning 5 government contracts in two months. Well, it's not impossible, but it's unrealistic. On average, it takes most new companies submitting 25 bids before winning their first project. You have to equip yourself with the proper knowledge, learning the language of "governese", knowing which database to use and building the appropriate relationships to win contracts consistently. As such, you should set goals that are challenging, yet still achievable.

5) Make your goals specific and clear.

Often, people set goals that look like this: "My goal is to get all my certifications complete." This goal is too vague. What kinds of certifications are you talking about- HUBzone, 8(a), EDWOSB, FBE, MBE or, SDVOSB? Be clear. Be specific, for example, "My goal this New Year is to complete my 8(a) certification by April 21st." That's more precise.

6) Be balanced.

All work and no play is a recipe for burning out. Yes, you should set professional and business goals, but you should also set goals in other areas of your life. Create a balance life by setting personal goals, fun and adventure goals, spiritual goals and philanthropic goals in addition to just business goals. (see attached "vision map": goal sheet)

EXECUTION: TAKING YOUR FIRST STEPS

So, now that your goals are written down, what's next? After you've written down your goals, you must take massive actions.

ACTIONS TO TAKE:

1) Make a commitment to fulfilling your goals.

Make a commitment to your goals. If you don't do it, no one else will. Commit your goals to memory. When you're serious about your goals, you'll find that it is easy to commit to your goals and execute on them.

2) Communicate your goals.

Share your goals with your loved ones, friends and peers, but be weary of "GOAL KILLERS." They are like wolves in sheep's clothing. They will whisper to you...

- "Most companies never win contracts."
- "I got an 8(a) certification, and I haven't won a contract yet."
- "It's too hard, too complicated or too complex."

Goal killers are "naysayers". Oftentimes, the people which you expect to be your biggest supporters will be the worst naysayers. Ignore them. Instead, surround yourself with people who will inspire and encourage you. You'll need their support and their accountability from time to time.

3) Revisit your goals daily

Read your goals consistently. Goals often go unachieved because they're forgotten, buried by the stresses of daily life. Post your goals on your mirror, hang them on your door, put it on your daily calendar or post it on your Facebook page. Whatever your normal routine is, make your goals visible to you each day.

4) Envision your goals like they're real.

Imagine walking to your mailbox on a sunny afternoon. As you flip through mail, suddenly, staring at you is a formal letter from the US government. You open it, and it's not a bill or recruitment letter from the Navy, but it's a check, for \$450,000-from your successful completion of a federal contract. Imagine riding to the bank, depositing your check and taking your family to dinner that night for some steak and dessert. Envision your goals. Before they arrive, envision them as real in your mind.

5) Take baby steps

Take baby steps toward your goals, so they won't overwhelm you. It's okay to crawl and take baby steps. Soon enough, your crawling will turn into a brisk walk, your walk to a sprint, and your sprint will take you to the finish line.

6) Make sacrifices

Your goals won't be realized if you're not willing to make sacrifices. You have to make decisions between hanging out with friends or going out to a networking event. You have to choose between taking a short cut or traveling on the harder path. You have to decide

whether to stay up all night to finish the proposal or skipping this project and wait for the next one. You have to sacrifice time, relationships and short term gains to fulfill your long term goals.

When the winter of this upcoming year arrives, where will you be? Will you be sitting in that old rustic couch, sipping on warm mocha again, or will you be on the beach, on an island in the Bahamas, sipping on a martini. This New Year will be a year of whatever you make it to be. Follow these goal setting guidelines to help you. And if you execute on them well enough, it may not be hot mocha on a rustic sofa, but a martini on a beach chair at the end of this upcoming year. Cheers!

Use this Vision Map & Goal Setting document at the end to help you

ABOUT THE AUTHOR:

Abraham Xiong is the founder of [Government Contractors Association](http://www.govcontractors.org). Government Contractors Association, Inc. is a national trade association, consisting of companies and government agencies. Our vision is to be a bridge—connecting government agencies with qualified contractors, while teaching companies how to navigate the government contracting market. We've invested over 10,000 hours in creating training modules, how-to articles, videos, and coaching tools—for one purpose: to help companies win contracts.

You can check out great resources here: www.GovContractors.org

VISION MAP

FUTURE

VISION STATEMENT:

MISSION STATEMENT:

GOALS	SELF GROWTH	CAREER	FUN	SPIRITUAL/PHILANTHROPY
1				
2				
3				
4				
5				
	eg: read 1 book each month	eg: start graduate school in 6 months	eg: see all 50 state by age 50	eg: volunteer 10 hrs/week
GOALS	FINANCE	FAMILY	FITNESS	RELATIONSHIPS
1				
2				
3				
4				
5				
	eg: save 10% of salary weekly	eg: have father/daughter time weekly	eg: exercise 3x/week	eg: write 1 thank you card/day



PRESENT

CURRENT LIFE SITUATIONS



PAST

GREATEST FAILURE

GREATEST SUCCESS
