

# ProfitMancer

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## MONEY MASTERY

Goals on the Move:  
Adjust or Bust!

TRANSCRIPT

## Introduction

Welcome back, goal-setters and dream-chasers! In today's episode, "Goals on the Move: Adjust or Bust!" We dive deep into the art of being as nimble as a cat with your goals. Because let's face it, being inflexible in planning is about as useful as a chocolate teapot. I'm Sharon, here to guide you through the twists, turns, and pivots of effective goal management.

## Why 90 Days?

We love 90-day plans, not because we're fans of quarterly capitalism, but because it strikes the perfect balance between dreamy ambition and gritty realism. It's long enough to see significant progress but short enough to keep the end in sight. As Dwight D. Eisenhower famously said, "Plans are worthless, but planning is everything." This nugget of wisdom is our north star as we navigate the ever-changing seas of entrepreneurship.

## The Weekly and Daily Check-ins

A failure I see many ambitious people make is getting so keyed in on action mode, they are doing and doing without examining results. Then you get weeks or months in and you realize there's no possible way to achieve the goal you wanted.

Waiting 90 days to review your goals is like binge-watching a TV show only to find out your favorite character doesn't make it. Heartbreaking and preventable. Frequent check-ins allow you to course-correct before it's too late. Depending on your goals, 'frequent' might mean weekly or even daily. Data is your friend; embrace it, analyze it, and let it guide your adjustments.

## Framework for Fine-Tuning

There's a simple 3-part framework I've created for fine-tuning your progress:

- **Data Dive:** Regularly review your progress. What's working? What's not? Numbers don't lie, but they do hide; find them and interrogate them.
- **Flexibility First:** Be willing to pivot. Your goal might be set in stone, but your path there should be as flexible as a Cirque du Soleil performer.
- **Celebrate the Wins:** Even the small ones. It boosts morale and keeps you motivated.
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## Controlling the Uncontrollable

Some things, like market trends or global pandemics, are beyond your control. When the unexpected happens, don't panic—pivot. The key is not to cling to a sinking ship but to build a raft and paddle to safety.

## Referring Back to SMART Goals:

You've laid the groundwork with your SMART goals. Now, armed with insights and data, it's time to apply the "Einstein-level brilliant" filter to your planning. What adjustments can you make to ensure your goals are not just achievable but inevitable?

We've mapped it all out for you in the worksheet that accompanies this training. You'll decide how often you'll review your progress, what you'll be monitoring and make plans for adjusting. You'll also get to decide on Plan B's when there's uncertainty about the path to get to your desired results.