

# Goals: Barometers for success

By Michael A. Grant, J.D.  
Special to Sentinel-Voice

What do John H. Johnson, Herman J. Russell, Clarence Smith, Edward Lewis, Nathan Conyers and Earl G. Graves, *Black Enterprise's* Marathon Men, have in common? They all were and are devoted to the practice of goal-setting.

Goal-setting gives us direction. It helps us to get focused. It fuels the fires of enthusiasm. It beckons us to look deep inside ourselves for the strength; "to reach beyond our grasp," as *Ebony* magazine's Johnson challenges us.

Although goal-setting is a guiding principle in all worthwhile motivational training, as a process it must be well thought out. There are steps leading to goal-setting and goal-attainment that must be meticulously followed.

Those who have developed the good habit of setting long-range and short-range goals know that the human brain has a cybernetic function and operates best when this function is properly engaged.

First, it is important to know that conflicting internal motivations will cause a wasteful use of the energy needed to make one's goals a reality. Successful goal-setters anticipate this potential for self-sabotage. They always know what their highest priority is and that each goal set must be in harmony with this priority.

Next, it is of paramount importance to know why one hopes to attain a particular goal. Compelling reasons—based on the core of one's value system—summon passion, that seemingly inexhaustible energy supply that makes ordinary people do extraordinary things.

Third, those who have mastered the art of goal-setting have clear pictures of how accomplishing their goals will effect their lives. By creatively visualizing their goals as already accomplished, they not only begin their movement with the sweet assurance of guaranteed success, they also enjoy the intense feelings that such pictures elicit and the confidence to continue on a winning path.

Fourth, to borrow from the discipline of physics, remember Isaac Newton's First Law of Motion: "An object at rest tends to stay at rest. An object in motion tends to continue in motion at constant speed in a straight line." To get on a line to success and to stay there, one must maintain his or her momentum during those prescribed times of activity.

Goal-setting virtuosos are also realistic about their chances of successfully attaining their goals because they always take an inventory of themselves, their resources, and the possible obstacles that they may encounter.

In addition, those adept at goal-setting know that modest, incremental goals, that are routinely celebrated when achieved, lay the foundation for greater success in the future.

Dr. B.F. Skinner, a behavioral psychologist, advanced the notion that positively reinforcing behavior increases the probability that the behavior will reoccur and with greater frequency. Stated simply, whenever you accomplish a goal — large or small — always give yourself a reward.

And finally, remember the wisdom of British Prime Minister Winston Churchill who advised his countrymen to "Never, never, never, never give up." Have contingencies; be flexible; retreat and rest when necessary but never give up!

When we go after our goals with a burning passion, we activate the powers of our super-conscious mind. We ally our energies with the casual force of the universe. We literally become unstoppable!

So after prayer and/or meditation, conjure up your goals. Write them down. And write a date of completion next to each goal.

If you have done all of the above, the only thing left to do is to follow the wisdom of the late great Lou Ora Smithson, who shared her *modus operandi* with an inquiring reporter, "I pray as if everything depends on God and then I work as if He didn't exist."

God bless!

# Global ethics — not just black or white

By Thomas S. Watson, Jr.  
Special to Sentinel-Voice

Should a public utility company bare responsibility for the suicide of a senior executive who is fired? Should a large multinational corporation move aboriginal people from their sacred grounds to harvest raw materials?

In North America, the day after David Marshall, CEO of Duquesne Light, announced that executive Dianne Green was leaving "to pursue other interests," her housekeeper found her dead body with a pistol still in her hand. Neatly laid out on a table downstairs were handwritten letters to her sisters and her severance package from Duquesne's attorneys, with a note, "Thank you for making my last days on earth a living hell."

In Europe, Utkal Alumina secured the rights to mine raw material which will be used to make automobiles. To mine the ore the company may have to violate sacred burial grounds of the area's aboriginal people. If Utkal Alumina does not mine the ore there are scores of others who will, maybe with a similar sensitivity for the resident people, maybe not. The tribe is currently using a slash and burn agricultural process. Without outside intervention they will soon be without fertile land, according to the predictions of agricultural specialists.

Clear answers to these complex questions elude most leaders. But the Global Dialogue Consortium, an assembly of corporate leaders, academics and consultants, is building a network to encourage open and respectful dialogue in an atmosphere of mutual understanding. That is, making a commitment to experiencing values from another's perspective, respecting each others spiritual traditions and valuing differences

as a basis for creativity. They believe that global solutions will emerge from this understanding.

These simple but novel attitudes can move us away from the tendency to equate difference with devils and evil—an attitude which permeates some of the world's religions. Christians use the story Armageddon and the Bible's book of Revelations to limit how we experience the world. Muslims argue about women's rights and narrow readings of the Quran which can be twisted to promote violence against 'unbelievers.' Jews have similar reactions to narrow readings of the Torah. Devotees of Asian theologies and religious philosophies fear Kali Yuga, a time similar to Armageddon in which powers of illusion and ignorance rule. These become excuses for demonizing others who look, act, think or worship differently.

But every scripture also has a creation story describing a single beginning for humanity — a first man. The world's obsession with cultural, ethnic, social, religious, gender and other differences have caused many to deny the very powerful connection — our common origin, even though it is confirmed in all major religious teachings.

It is true that we make our world by our thoughts. We live what we think. And there are many people who want to bring us down into their personal hell. They will if we let them. I encourage you to join the leaders of the Global Dialogue Institute in bringing a world connection and respect into every possible business and institution.

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