

S T E F A N   D O E R I N G



# CATALYST FOR CLARITY

achieving the unreasonable in 90 days

## EXERCISE 2 – CREATING AN *UNREASONABLE* GOAL

Step one is creating your *UnReasonable* goal. Why do I call it *UnReasonable*? For two reasons: First, it is a stretch. You are stretching yourself outside your comfort zone to achieve something. Second, it defies reason.

Think about it. Where does reason come from? Reason comes from the mind. *Unreason* comes from your heart. Think about it. There is no logic in what your heart says is the right direction to go; it just says "Go!" Why do you like that person? Why do you like that color? Why do you like that type of car? There is no logic behind it, only heart.

Follow your heart. Be clear on what your heart is saying is the right direction to go, and stretch yourself outside your comfort zone to get there.

### **How do you create an *UnReasonable* goal?**

You check in with what your heart says. It's an emotional thing, not logical. Logic is extremely important, but it comes later.

And stretch? How do you know it's a stretch? Stretch is a combination of fear and excitement. If you have just a feeling of excitement, you are not outside your comfort zone. To stretch, you must feel a combination of fear *and* excitement, in a way that makes sense for you.

How do you know when you have the right balance of fear and excitement? If there is too much fear you are too far outside your comfort zone; if there is too much excitement and not enough fear you are too inside your comfort zone. What we are going to do is help you find the balance, to make sure it's not too much or too little of a stretch. How does it feel when you ramp it up? How does it feel when you scale it back?

For example, let's say you have a goal to create an additional \$5,000 a month income doing what you are doing. How does that feel? Are you excited about it? What if you were to create an extra \$10,000 a month? How does that feel? Compare that with \$5,000 a month. Does \$10,000 a month feel more exciting?

Now, think about how you are going to get there. Does \$10,000 create a feeling of fear? Now, let's try a number in between to see how that feels. How does \$7,500 a month feel to you? Let us say, for a moment, that \$7,500 feels better. \$5,000 a month was a stretch, but not such a big deal. \$10,000? That's pretty much outside your comfort zone, and you don't know how to get there. \$7,500 a month? That's a stretch and, for now, you have no idea how you are going to do that.

That's an example of finding balance in stretching yourself towards what you want.

The next piece in setting up your *UnReasonable* goal is to focus on *why* you really want it. What is the purpose of it? Focus on the why, because "*why*" is *what's running the show*. Back to our example. You are going to work on getting \$7,500 a month in additional income so you can...go on an amazing vacation, put money into savings, take care of mother, etc.

Why is it important that you focus on a purpose? Let me give you a tip: *The more meaningful the purpose, the more likely you will attain your goal.* A powerful purpose equals a powerful outcome.

Think about it. When you are outside your comfort zone, you are going to get knocked on your butt a lot. The bigger the goal that you are going for, the more you are going to be confronted and knocked around. When you keep yourself focused on *why* you are doing what you are doing, then every time you get knocked down, you are going to get back up.

Vince Lombardi is considered one of the best all-time coaches that American football has ever seen. (There is a reason that the Super Bowl trophy is named the Lombardi Trophy.) He used to say, "It is not how many times you get knocked down that matters, it matters how many times you get back up." When you have a powerful purpose, you are going to get back up.

Write down your *UnReasonable* goal. Make sure it is a stretch, creating both fear and excitement:

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I hope you are getting excited writing your *UnReasonable* goal. People start to get excited at this point.