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# New Horizons

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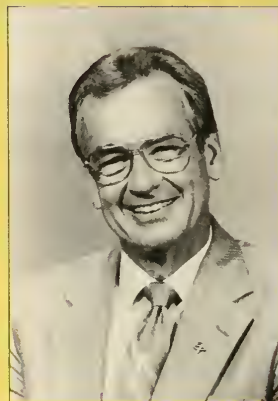
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# You Make It Happen

A series of articles to help FFA members  
get the most out of life

## You Gotta Have Goals

By Zig Ziglar



**T**he dictionary says a goal is an aim or purpose. It's a plan, something you expect to do. I want to convince you, as a member of FFA, wherever you are and whatever you do, you should have goals. J.C. Penney expressed it beautifully when he said, "Give me a stock clerk with a goal, and I will give you a man who will make history. Give me a man without a goal, and I will give you a stock clerk." Everyone should have goals. Mothers should have goals. Salespeople should have goals. Students, laborers, doctors and athletes should have goals.

To stress the necessity of goals, imagine Sir Edmund Hillary, the first man to climb Mount Everest, explaining how he was able to accomplish that feat. Suppose he explained he was just out walking around and one day he just happened to find himself at the top of the tallest mountain in the world! Of course you'd think that was ridiculous — but is it any more ridiculous than you thinking you can accomplish anything significant without specific goals?

Do most people have goals? Well, most people do expect to "make it" in life, but tragically most of these people have never taken the steps to properly set goals for themselves. Statistics show that if you take 100 young men at random and follow them until they are 65 years old, only five of them will have achieved financial security. Only one will be wealthy. A 1953 Yale University study of their graduating seniors discovered that only 3 percent of them had taken all the steps to setting goals. Twenty years later the 3 percent who had taken all the steps had accomplished more than the 97 percent who had not. Do you need goals? I think you can see the answer to that question is absolutely yes!

When you have definite goals you release your own power, and things start happening. Goals, however, are not reached by merely thinking about them. There must be a clear cut plan of action. Jean Nidetch wasn't a doctor or nutritionist, she was just a lady who wanted to

be thin. She successfully lost the weight that she wanted to lose, so she set a goal to help others lose weight. Her obstacle was that she was not a recognized authority in the field of weight control. Jean decided to design a package that conveyed to others that she was just like them, only thinner. She turned her goal into a multi-million dollar business — Weight Watchers — despite the obstacles she faced. Jean Nidetch reached her goal because she had a plan and followed a procedure.

A part of successfully achieving your goals is not only working hard, but also working accurately toward your goal. People who reach great heights of success are those who carefully lay out a definite plan to do so. They not only set a goal, but also establish a course of action to reach that goal.

As a member of FFA, what are your goals? Why are you a member? One of the greatest mistakes you can make now or later in life is to get busy without accomplishing anything through these efforts. Don't be a member, just to be a member. Have specific objectives that you are working toward and put actions to these objectives.

Jean succeeded because she applied a formula to her dream. You can do the same. Here are seven steps you need to take in order to make your dreams realities.

First, identify what you want. Second, clearly spell out why you want to reach that particular goal. Third, list the obstacles that stand between you and your goal. Fourth, identify the growth process — the things you need to now — in order to get to your goal. Fifth, identify the people you need to work with to reach your goal. Sixth, develop a detailed plan of action to reach success. Seventh, set the date that you expect to reach that goal. These seven specific steps will move you from the dreaming stage to the accomplishing stage of your path to success.

A salesman can know all the techniques involved, a halfback can be a fast runner, a mother can have all the answers, but without a goal each one will not climb as high as his or her ability actually allows. What about you? Are you pursuing that deep-down desire of your life? Are you taking the steps necessary to reach the goal of your choice? If you will, then I truly will SEE YOU AT THE TOP!

*FFA New Horizons is asking some of the country's top experts in motivation and personal development to share their ideas of how FFA members can achieve their dreams. This new series will cover topics such as handling peer pressure, strengthening your self-esteem and with this article, setting personal goals.*

Premiering this series is motivational speaker and author Zig Ziglar, who has spoken at the national FFA convention three times, including the 1990 convention last November.