



SOCIETY OF ACTUARIES

Article from:

The Stepping Stone

February 2011 – Issue 41

Use the Scoreboard Strategy for More Success

by David C. Miller



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As the new year approaches, my mind goes to goals I have for 2011. One of my personal goals is to lose some weight. For some reason losing weight has been a struggle for me this year. Welcome to the mid-40s!

But now I've found the secret that works for me. Not only is it helping me shed the pounds I want to lose, but I've found it works with virtually any goal you want to achieve.

This secret strategy is so simple, part of me feels like it's overkill to write an article about it. But success isn't about employing the *complex*; it's about implementing what's *effective*.

Now I must point out that you need specific tools for this strategy to work: a pencil and paper (or the more technical equivalent: smart phone or computer).

AND THE SECRET STRATEGY IS...

So, enough suspense, this strategy can be summarized in five words ... WRITE IT DOWN EVERY DAY. I named this method "The Scoreboard Strategy." Specifically, once you set a goal, you need to create a scoring system to get there and measure it regularly. In my weight loss journey, I have developed a calorie budget that I need to stick to every day. When I started keeping track of what I ate, I found a pathway to power.

Let me explain. First by setting a calorie goal, I had a scoreboard to keep my focus. I guess I'm competitive and am motivated by trying to "win the game." Second, when I took inventory of what I was eating, I started making better choices and realized I didn't need all the food I was consuming.

Some of you may be wondering why I couldn't do this without measuring daily. Good question. My best answer is that when one is working to instill new habits, he or she needs to develop awareness and conscious competence. In other words, I need

to really pay attention to what I'm doing, because I found I developed some habits that were working against me. I'm in the process of changing these habits.

When I stick to the plan, the pounds come off. There have been a few days (especially around Thanksgiving) where I went over my budget and I could see the consequences.

IT'S FOR MORE THAN WEIGHT LOSS

This simple strategy of developing a scoreboard and then keeping score daily works in other areas of life, career and business. You can follow the same principle with money (do you know where it's going?) or with time (do you know exactly how you are spending it?).

This can also be done with revenue goals. For example, figure out how many prospects you need to get in front of to make a sale or sell an engagement. How many calls do you need to make to get a meeting? Commit to making so many calls per day, and there's your scoreboard! The most important step: make sure you write down exactly what you do each day.

Here are the basic steps to this strategy:

1. Identify the area in which you want to make progress.
2. Set a measurable goal of where you want to be at the end of a certain time period (three or six months, for example). In my case, I wanted to lose 15 pounds in seven weeks.
3. Design a daily scoring system that will maximize the likelihood of achieving this goal. In my case, it was a daily calorie budget.
4. Measure how you are doing each and every day. Make sure you are recording enough detail

to see what's working and what's not working. I am keeping track of everything I eat and the associated calories. Sounds tedious, but I am using a cool iPhone app that makes it very easy.

Adjust your behavior as necessary to get your goal. If you are diligently following your plan over time and you are not making fast enough progress, then recalibrate your scoreboard.

YOUR SCOREBOARD CHALLENGE

Here's a challenge: for the next three months develop a scoreboard for at least one goal you want to make massive progress on. Develop a scoring system and make sure to record your "score" daily. This strategy is so simple, but requires commitment and discipline. If you are courageous enough to dive in, you will find that after a few weeks, you will have a ton of momentum and will be on your way to reaching that once-elusive goal! ●

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