



## MBD<sup>insight</sup> #47

### **Goal Power: All Motivation is Ultimately Self Motivation**

It's been mentioned before in our insights that all motivation is self motivation. But, this time we'll focus on the power that goals have as a motivation catalyst. More than most fields, Business Development is a self managing profession ... **driven by goals** ... not controls. Goals become a tangible expression of what motivates a Business Development professional. It's surprising how often individuals charged with Business Development do not realize that *goal setting* and subsequent *goal achievement* are the most important characteristics of their success in this role.

This goal setting stuff may sound a bit naïve, but we've seen the powerful results of simple goal setting exercises. We believe so strongly that *Personal and Professional Goal Setting and Planning* are integral building blocks for Business Development effectiveness, that we include these exercises as part of our [Mastering Business Development Workshops®](#). This experience has helped many of our participants become decision makers, making better decisions professionally and personally through goal setting in both of these areas.

From our considerable experience in directing effective Business Development teams, we've learned that both personal and organizational goals and plans must exist and be aligned to permit a synergistic mix for team success. Since the new calendar year has just begun, now is the optimum time to re-examine your progress on your own personal and professional goals and realign these goals and plans. And, it's never too late to proactively establish well defined goals that are congruent with your company's mission and match well with your personal roles. Without goals, a life isn't lived to its fullest. Goals provide the motivation to make this possible.

*To facilitate your goal setting process, we'll send you a free copy (pdf format) of the MBD<sup>i</sup> Personal and Professional Goal Setting and Planning exercise for your own use. Request your copy [here](#).*

[MBD<sup>i</sup> announces an additional 1st quarter workshop in March, 2007.](#)

Founded in 1979, Mastering Business Development, Inc. (MBD<sup>i</sup>) is an international Business Development consulting firm that offers an end-to-end suite of revenue generation services. We specialize in the design, development and tactical implementation of customized revenue generation processes. Services include: operational strategy and planning; tactical process refinement and integration; personnel search, selection, testing and placement; and Business Development process training at various levels.