



# **Big Dreams, Bold Goals!**

***Helping you work with meaning and live with purpose!***

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Dear Meaningful Achiever,

Have you ever reached a milestone birthday, end of the year, or even a new season and wondered what you have to show for the time that has passed?

Or do you have a dream or idea that you've put on the backburner for far too long?

Or maybe you'd love to accomplish something bold and meaningful but don't want to become completely frazzled in the process?

Many of my clients express similar concerns when they seek coaching, sometimes feeling like they're on a hamster wheel that keeps them running but not reaching their desired destinations. Instead of experiencing strength, confidence, and purpose, they often feel tired, overwhelmed, and burned out. Fortunately, cures exist!

When you start taking purposeful action in the direction of your Big Dreams and Bold Goals, you:

- Reconnect with what energizes you.
- Gain clarity, focus, and direction.
- Learn what matters most and what you can let go of.
- Heighten your passion and develop a sense of purpose.
- Feel elevated in *all* areas of life.

I'm here to help you kickstart this process into motion! This workbook will guide you toward Big Dreams and Bold Goals in five meaningful steps: 1) Prepare Your Mindset, 2) Envision Your Big Dreams, 3) Choose Your Bold Goal, 4) Create Your Plan, and 5) Take Action.

I firmly believe that success – *true* success – comes when we have clarity, confidence, and a sense of purpose. This workbook is designed to move you forward on that path and help you feel energized, strong, and fulfilled! I hope you enjoy the process.

And if you'd like to dive in and make your Big Dreams and Bold Goals a reality, contact me to discuss one-on-one coaching. Part of *my* purpose involves helping you achieve meaningful success, and I'd love to talk with you about possibilities.



To your meaningful work and purposeful life!

*Christi*

*Christi Hegstad, Ph.D.*

*Certified & Award-Winning Coach, Speaker, Author, & Dream Igniter*



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Go confidently  
in the direction of your dreams!  
Live the life you have imagined ...  
and you will meet with a success  
unexpected in common hours.

Henry David Thoreau

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## 1. PREPARE YOUR MINDSET

Do you set New Year's resolutions? When I ask this in workshops, most people indicate that they used to, but no longer do.

Of course my next question is, why did you stop?

For most, they simply got tired of setting a goal and not achieving it. They felt worse striving for something and missing than had they just not made the resolution in the first place.

Maybe you can relate.

The biggest problem with New Year's resolutions and many other goal-setting experiences is that we start from a place of *lack*. We scan our lives, make note of what's going *wrong* – “I'm too heavy, I don't make enough money, I'm so unorganized” – and create our goals from there. It's no wonder we're not energized and motivated into sustainable action!

### A Success Mindset

The key to success, in work and in life, involves our mindset. So I want you to start your Big Dreams, Bold Goals experience from a place of success, abundance, and celebration. Rather than dwelling on what you haven't done, start by acknowledging all that you *have* done to reach this place in your life.

I remember hearing once that the best time to set goals is immediately after skydiving, when you're still in “I can do *anything!*” mode. If you want to get moving on your Big Dreams and Bold Goals before your next skydiving adventure, however, let's start with a Celebration of Triumphs. 😊

Your Celebration of Triumphs is a list of successes and wins that you've experienced in your lifetime. Large or small, public or private, personal or professional – they all count.

As you start this exercise, keep in mind that *you* get to define success. Avoid external measures, focusing instead on moments that make you feel happy, proud, satisfied, accomplished, like you made a difference, or whatever success feels like for you. Whether that's serving in a leadership role, completing a 5K, or keeping your tomato plants alive – *you* decide your triumphs.

Then spend some time celebrating them!

## CELEBRATION OF TRIUMPHS

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## 2. ENVISION YOUR BIG DREAMS

When we first begin coaching, many of my clients express feeling like they're on a nonstop treadmill: Between work, family, service, and many other roles, they barely have time to come up for air.

This step encourages you to climb off the treadmill for a while and envision the ideal.

Let your imagination take over, approaching this step with two guidelines:

1. Focus only on *what* you'd love to create – not *how* you would make it happen. (The “how” comes later.)
2. Imagine all barriers have been lifted. In this exercise, you have unlimited time, money, energy, and courage. In this exercise, everything is possible!

### **If You Could Do Anything, What Would You Do?**

I often have clients create a list of 101 dreams. At first you may wonder how on earth you'd come up with 101, but once you begin, ideas typically start to flow. There are several reasons for suggesting this particular number.

On the next page, start your own list of Big Dreams. You don't have to generate 101, but see if you can fill the page.

If you have trouble beginning, *don't worry*. That's perfectly normal. It's probably been a while since you've dedicated time to dreaming! I've created some categories to prompt your thoughts; feel free to add others as well.

Once you've got a good start on your list, chat with others about this topic. In addition to growing your own list, you'll likely find your friends and colleagues lighting up as they share their hopes and dreams as well!

# BIG DREAMS

Categories to consider:

*Career*

*Health/Fitness*

*Spirituality*

*Relationships*

*Contribution*

*Personal Growth*

*Travel*

*Education*

*Leadership*

*Fun/Adventure*

*Financial Health*

*Legacy*

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May your choices reflect your hopes, not your fears.

Nelson Mandela



### 3. CHOOSE YOUR BOLD GOAL

A Bold Goal is a big, meaningful, stretching goal that will take a fair amount of time (i.e., 6-12 months) to achieve. It's exciting, energizing, and has the potential of changing your life in a variety of ways – perhaps even your entire trajectory. Bold Goals may simultaneously delight and frighten you!

I typically encourage my coaching clients create 3 Bold Goals for the year, which is what I set for myself, too. Here, we're going to choose *one* Bold Goal. You are welcome to repeat this process if you'd like to shoot for more.

Take a look at your list of Big Dreams. Which one would you love to set into motion? List it below.

#### Difficulty Choosing?

Ask yourself a few prioritizing questions:

*Which one would make the **biggest impact** in all other life areas?*

*Where do you most want to experience a **breakthrough**?*

*If you could **only accomplish one** in the next year, which would you choose?*

Now we'll turn this Big Dream into a Bold Goal by making it specific, measurable, and meaningful. You might start with, "By [today's date, next year], I am..."

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For example: *By December 31, I am a certified personal trainer!* or *I am so happy and grateful that my sales have exceeded \$500,000 in 2017!*



## Know Your ‘Why’

### *Purpose Matters!*

You’ve likely encountered the SMART goal criteria, which proves very helpful in setting quantifiable, reachable goals. While many variations of this acronym exist, essentially SMART goals are:

**Specific** – *What exactly will you achieve?*

**Measurable** – *How will you know when you’ve reached it?*

**Actionable** – *Is the goal within your power to accomplish? Do you “own” it?*

**Realistic** – *Can you feasibly attain this goal?*

**Timely** – *Is now the right time for this goal? What is your time frame?*

Even more importantly, your Bold Goal must be **purposeful**. Why does this goal matter to you? What will be different once it’s accomplished? How will you feel when you achieve it, as well as along the way?

Create a goal that is authentic, meaningful, and energizes you into action. (Hint: If the word “should” appears during your goal-setting session, start over.)

Your Bold Goal also needs to prompt emotion – excitement, delight, anticipation, maybe even a bit of fear (as in, “Did I really just commit to this goal out loud?!”). You need to connect with your goal in a meaningful way if you intend to joyfully, successfully achieve it.

And always remember: Success lies not so much in the accomplishment of the goal, but in your transformation – *who you become* – in the process.




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If your goals aren’t synced with the substance of your heart,  
then achieving them won’t matter much.

Danielle LaPorte

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## 4. CREATE YOUR PLAN

Goals, and Bold Goals in particular, can seem huge and overwhelming at first. If you look at your to-do list on a random Thursday morning and see “Start my business” listed, you will likely transfer the task to the next day/week/month. It’s too big on its own.

So the next step in the process is to break your Bold Goal down into manageable pieces. I recommend starting with a Breakthrough Map.

Write your Bold Goal in the center circle on the following page. You may wish to phrase it as a “How can I” question – for example, “How can I joyfully raise \$500,000 in funds for my nonprofit?” or “How can I seamlessly host my first retreat?” Then, in no particular order, brainstorm all the various actions that might help you reach your goal.

Let your Breakthrough Map be a big, disorganized mess of ideas (perfectionists and list-makers, I’m looking at you. 😊 ) You can organize them later.

Also keep in mind you are not committing to all of these, you’re simply generating possibilities. Aim for at least 20 items on your map.




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Action without vision is only passing time.

Vision without action is merely daydreaming.

But vision with action can change the world.

Nelson Mandela

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**Bold Goal:**

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*Note: You can use the Breakthrough Map to transform any large goal into manageable pieces, as well as to help you get unstuck. I create Breakthrough Maps at least weekly and have used them for everything from planning my doctoral dissertation to brainstorming summer family activities to choosing components for this workbook! Use the Breakthrough Map whenever you have a Bold Goal, large project, or feel stuck.*

Now that you’ve generated at least 20 ideas, put them into an action plan with timelines, mini-rewards, and the like. I love sharing my planning templates with my coaching clients and helping them fill them in: The process immediately replaces any sense of overwhelm with “Wow! I can do this!”

To start your own action plan, look at your Breakthrough Map on the previous page. Circle 3 steps that would kickstart your Bold Goal into action (I recommend small, easy steps to start – you’ll build momentum as you go.) List those three action steps below, assigning completion dates (deadlines) to keep yourself on track.

ACTION STEP

COMPLETION DATE

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Be kind and merciful.

Let no one ever come to you

without coming away better and happier.

Mother Teresa



## 5. TAKE ACTION

Now it's time to ACT! *Don't skip this step!*

Begin with the first action step on your list and set it in motion. Then move on to the next. Continue to prioritize your actions as you progress toward your Bold Goal.

As you move forward, keep three important principles in mind:

1. **Commit to your Bold Goal.** There's a vast difference between being *interested* in writing a book and *making a commitment* to it by scheduling writing time, announcing it to trusted people, and creating timelines. Interest keeps the idea floating; commitment brings results.
2. **Get support.** One of my biggest lessons learned (the hard way) involves reaching out rather than adopting a "go it alone" mentality. Nowadays, I always have a coach, belong to a mastermind group, hire experts, and ask trusted friends for support. I encourage you to reach out in similar ways!
3. **Track your progress.** You attract what you track, so make sure you have systems in place to keep you moving forward. Our Purpose Planner (found on the website) makes this easy, purposeful, and fun! Build in some milestone rewards along the way, too.

Nothing quite compares to the feeling of dreaming big, setting a meaningful Bold Goal, taking purposeful action, then achieving what you envisioned. The process I've shared with you here – coupled with coaching, masterminding, and support – has helped me achieve everything from earning my Ph.D. to starting a business from scratch (and growing it for more than 13 years) to running a marathon to taking amazing vacations with my family. Your work and life will be richer, stronger, and infused with energy as you strive for meaningful, powerful goals!

I'd love to know about your Big Dreams and Bold Goals, questions you have, moments you're celebrating, and anything else that supports your meaningful work and purposeful life! Please feel free to reach out to me on Facebook, Twitter, and Instagram (all @ChristiHegstad) or email me via the website ([www.christihegstad.com](http://www.christihegstad.com)).

Here's to your Big Dreams and Bold Goals!



## About The Author

**Christi Hegstad, Ph.D.** is a certified and award-winning coach, speaker, and author helping you bring meaning to work and purpose to life!

Since 2003, Christi has served as president of MAP Professional Development Inc, where she works with inspired, high-integrity professionals to clarify their vision, embark confidently on their 'next chapter,' strengthen their leadership, and make a meaningful difference.



Her expertise has garnered international acclaim including membership in the *Forbes* Coaches Council, being named NAWBO Iowa's *Business Owner of the Year*, receiving the *Forty Under 40* award, and earning leadership roles in the International Coach Federation. She is a published author and has contributed to *The Huffington Post*, *Forbes, Inc.*, *Business Record*, and various other publications.

On the personal side, Christi is a book addict, literacy advocate, mom to three amazing kids, and recovering perfectionist who fully believes that kindness is a game-changer.

If you are ready to:

- Gain clarity on your priorities, values, and work/life path
- Strengthen your leadership
- Grow your business
- Structure your time more effectively
- Make a fresh start
- Balance work and life
- Achieve a Big Dream or Bold Goal
- Make a difference doing what you love

and do it all with meaning and purpose, contact Christi today!

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