

**JANUARY 4 - JANUARY 15**

**THE**  
**#GOALGETTER**  
**CHALLENGE**

**HOSTED BY DAVE HOLLIS**

**Achieve Your 2021 Goals**  
**NO MATTER WHAT!**

# WELCOME

Hello, and welcome to **THE #GOALGETTER CHALLENGE**

My name is Dave Hollis, and I'm thrilled to be your guide during this 10-day goal-setting program. Goal-setting looks different for 2021. The way we approached our 2020 goal-setting won't work anymore.

You need a method that is more realistic, flexible, and resilient. I believe my experiences, background, and general perspective on personal development will be of value to you as you consider the goals you'll chase over the coming year.

Here's the deal: I used to be a skeptic of all this personal growth stuff. I plain and simple didn't believe it. But after hitting a particularly deep rock bottom (you can read more about that in my book), it suddenly occurred to me that there was no other place to turn than internally.

I had to strengthen my mindset if I wanted to become the person I wanted to be and achieve the things I wanted to achieve.

I couldn't allow myself to let society tell me who I could and couldn't become or allow obstacles to break my spirits and cause me to run back to old and destructive habits. Therein lies the goal of the **#GoalGetterChallenge**:

to give you the tools you need to set realistic goals and the motivation you need to overcome obstacles as they arise.

I hope you enjoy the #GoalGetterChallenge and find the activities included in this workbook abundantly useful as you get ready to tackle 2021.

Each day, I'll be sharing a quick video (you can watch it on your lunch break). Use these activities to take my words and turn them into your actions.

## FRIENDS HOLD FRIENDS ACCOUNTABLE FOR THEIR GOALS.

Share your progress with us by posting on your social media accounts with the hashtag **#goalgetterchallenge**.

We want to celebrate your successes!



**1**  
**DAY**

## DAY 1 ACTIVITY:

**Challenge:** Find a task you aren't good at or a concept you don't understand and ask an expert a question about it.

TASK: \_\_\_\_\_  
\_\_\_\_\_

QUESTION: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

WHAT I LEARNED: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**2**  
**DAY**

# SWOT Analysis

is an acronym for strengths, weaknesses, opportunities, and threats—and is a structured planning method that evaluates those four elements of a project or business venture. In today's challenge, we're going to conduct a SWOT analysis on ourselves in relation to our New Year's goals. What strengths will lead to our success and what weaknesses do we need to counter? Which threats can we prepare for and what opportunities can we leverage? Take a few minutes today to think through the questions below. Share your SWOT analysis with the [#goalgetterchallenge](#) Facebook group!

*Who is your support system?*

*What resources do you have?*

*What skills will assist you?*

## STRENGTHS

*Where do you lack?*

*What are your vulnerabilities?*

*What routines can be improved?*

## WEAKNESSES

*What do you need/want?*

*What tools can help you?*

*Who can keep you accountable?*

## OPPORTUNITIES

*What are obstacles to your growth?*

*Does your calendar reflect your goals?*

*Will everyone support your change?*

## THREATS

**3**  
**DAY**

### DAY 3 ACTIVITY:

**Challenge:** Share a recent mistake you made with a trusted person in your life. Ask for their help processing it. **Alternative:** Is your trusted person too busy to talk? Research examples of celebrities or thought leaders who have made a similar mistake and forgave themselves for it.

MISTAKE: \_\_\_\_\_  
\_\_\_\_\_

TRUSTED PERSON: \_\_\_\_\_  
\_\_\_\_\_

WHAT I LEARNED: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



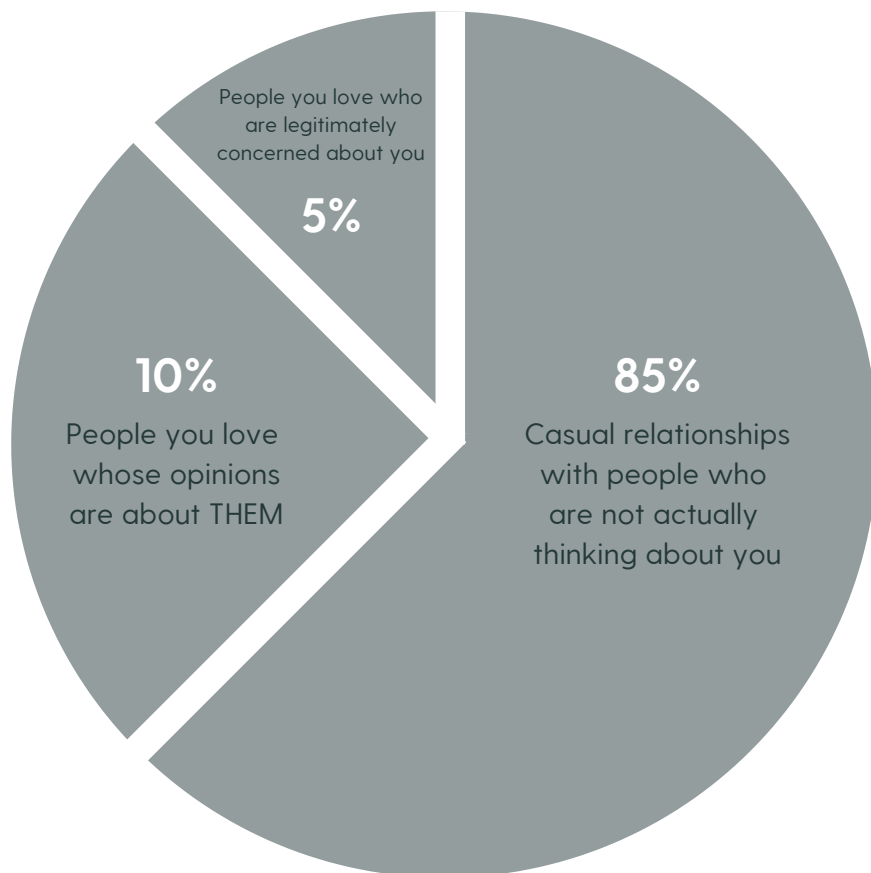
**DAY**  
**4**

# OTHER PEOPLE'S OPINIONS

In reality, most (if not all) of your fears are actually rooted in the fear of what other people will think or are thinking about you.

The goal of this section is to reduce that fear by at least 95%. Ready? Let's go!

## THE 3 GROUPS OF PEOPLE IN YOUR LIFE



### BUCKET 1: THE 85%

**People you are in casual relationships with  
who ARE NOT THINKING ABOUT YOU!**

We are trading the pursuit of our dreams to keep a group of people who are not thinking about us from judging our attempts at being great.

# BUCKET 1: THE 85%

I wrote about an exact experience with this fear in my book:

*"Here's a gift...nobody is thinking about you.*

*They're thinking about themselves.*

*That's not an indictment on the people in your life; it's just a truth about the human condition. We are all worried about ourselves, and any reaction we have to other people tends to be a reflection of our own insecurities. If someone does have a problem with something you're doing, it's likely they are challenged by it, feel insecure because of it, are jealous of your willingness to chase after it, or are frustrated that your belief in yourself makes them more aware of their disbelief in their own ability. In the end, it's rarely actually about you.*

*This isn't to say that you might not have some folks who have legitimate concerns about the choices you're making and how those choices fuel you or don't. You know when people's motives are pure and in your best interests. You should listen to those people. I'm not talking about that small percentage who really knows you and your heart, the desires and motives of your soul. I'm talking about the collective "they" and the worry of letting them down that tends to keep us inside our comfort zones, from reaching for more."*

**- Get Out of Your Own Way**

The lesson from my story about leaving Disney was that, in worrying about what THEY were thinking, I gave away 2 years of my life by not pursuing what I actually wanted.

But I was humbled to finally know how little they were thinking about me. Because that meant I was free to chase the dreams of my heart.

**It is a gift to have clarity on how little people are thinking about you!**

## BUCKET 2: THE 10%

**People you love and crave love from but whose interest is actually about themselves and not what you're doing**

If these people have a negative opinion of you and what you're doing, they are likely:

- Challenged by it
- Feel insecure because of it
- Are jealous because of your willingness to chase after it
- Frustrated by your belief in yourself that makes them more aware of their disbelief in their own ability

Take a minute to reflect on my story about the insecurities I felt when Rachel decided to attend a personal development conference.

Ultimately, I learned that Rachel's unrelenting pursuit of growth was lighting the way for me to get out of my own funk.

What do you take away from that story?

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I get asked this question a lot: "How do you change a partner who is stuck?"

The short answer...

You can't. You can't force someone to grow.

But you can commit to growth yourself and show them what it looks like to reach for more, to reach for growth! **Shine the light. Drop the rope in the valley.**

## BUCKET 3: THE 5%

**People you love and crave love from who are genuinely concerned about you.**

These are the people you love and crave love from who are genuinely concerned about you.

Their reaction isn't provoked by insecurity; it's a result of needing more information to understand why you want to do the thing.

When faced with push-back from this group of people, you get to choose:

**Are you going to co-opt these humans into being onboard with your pursuit by helping them get clarity on your rationale?**

OR

**Are you going to come to the realization that nobody is going to care about your dreams as much as you do? *Yes, even the person you love most!***

Take a minute to reflect on the story I just told about trying to convince Rachel not to release her book.

I know that we would not be here if she hadn't released that book. Her book has had generational rippling effects that we don't even fully understand. So if my opinion had stood in her dream, we wouldn't have anything we have today.

Now I want you to think about what you take away from my experience. What stands out in my story of being the person (one in Rachel's 5%) who didn't fully understand her dream and tried to talk her out of pursuing it?

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# WHAT YOU STAND TO GAIN

When you give up the fear of what other people will think, you will gain so many things. FREEDOM is the biggest but also:

1. It will help you re-orient **who you give weight** to and who influences your life.
2. You'll be on the road toward making a real impact. **Pursuing a life of impact means accepting a life of criticism.** It's one or the other.
3. You'll realize that you are not free ice cream. **You cannot make everyone happy** - and you shouldn't spend your life trying.

*"If you don't love me - heck, if you don't like me - then I'm not for you. That goes for anything I create, including this book. If you don't like it, or anything else we're producing at The Hollis Company, that just means that it's not for you. I mean, I really don't stand The Lord of the Rings. One ring may rule them all - all but me. The fact that I don't like LOTR doesn't make it unlovable. How do I know this? It's one of the biggest film franchises in the universe. It spawned another trilogy called The Hobbit - also something I can't stand - and has done literally billions of dollars in the box office with millions of loyal, loving fans around the world. I'm not one of them, and me not liking it takes nothing away from how lovable it is."*

**- Get Out of Your Own Way**

If there are people who do not love you...those are NOT your people.

You have a unique set of skills; you have a unique story that makes you uniquely qualified to fill the space you're in. Own that, and don't worry about what other people might think.

*They're probably not thinking about you anyway!*

# ACTIVITY 2

Make a list of all the authority figures you're worried about judging you and put them into one of these 3 buckets:

## THE 85%

*say goodbye to this bucket!*

## THE 10%

## THE 5%

*Fantastic job! Let's keep this momentum going....*

# DAVE WANTS TO JOIN YOUR BOOK CLUB!

WANT A PLAN FOR  
*CRUSHING* OBSTACLES?

*GET OUT OF YOUR OWN WAY:*

A Skeptic's Guide to Growth and Fulfillment

Get an **exclusive Zoom call** with and **10% off** when you purchase 15 copies of *Get Out of Your Own Way* for your book club. Use code **DAVEREADS** at checkout.

Sale Price:  
**\$12.50**

Hardcover Price: \$24.99



**SHOP NOW**



**5**  
**DAY**

## DAY 5 ACTIVITY:

**Challenge:** Consume content about a person who failed many times, but still achieved your version of success.

MAKE A LIST OF 5 PEOPLE (FRIENDS, FAMILY, CELEBRITIES, THOUGHT LEADERS, ETC.) THAT YOU LOOK UP TO.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

CONDUCT 10-15 MINUTES OF RESEARCH INTO THEIR BACKGROUND AND EXPERIENCES. MAKE A LIST OF THE MISTAKES THEY'VE MADE:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

NOW, CREATE A LIST OF THE SUCCESS EACH PERSON HAS ACHIEVED (TITLES, AWARDS, TANGIBLE ACHIEVEMENTS, ETC.):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**6**  
**DAY**

# OPERATING PRINCIPLES

Why are Operating Principles so important? Because they ensure that the way you hope to be received aligns with the way people actually see you.

Clear vision of **who** you want to be + **what** you need to do = **the ability** to stay consistent with what you do and what you don't do.

**Class Goal: Create your list of operating principles**

## WHERE THIS IDEA CAME FROM

I was asked to do new things every year and was put into situations where I was introducing myself as the boss for a new group of people almost every year. I needed a way to fast-track the getting-to-know-you process and let everyone around me know how I was going to show up every single day.

### By defining clear Operating Principles:

- It created clear boundaries for what I did and did not do
- It set expectations for how I wanted my team to behave and show up
- It created permission for my team/bosses/peers to hold me accountable

## THE 3 CHARACTERISTICS

**1**  
**Reflects &  
Reinforces**

your aspirational  
personal brand

**2**  
**Clearly  
Defines**

what you do and  
what you don't do

**3**  
**Complements &  
Magnifies**

the values of your  
organization

# MY OPERATING PRINCIPLES

From the coordinator level all the way up to the president level, these are the principles that guided my career. In the video, I will go into more detail about each principle, so I encourage you take notes as I talk through each one.

**1. Work to live, don't live to work.** If you do something you're passionate about without making time for your family (or yourself), you'll never be successful.

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**2. Find a mentor.** You need someone who will champion your growth in your career and in your personal life.

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**3. Take assignments that put you outside your comfort zone.** You have to be in a place where you're doing things that you aren't capable of doing without some failure. It's the only way to grow.

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# MY OPERATING PRINCIPLES

**4. Do more than one thing with your career.** A renaissance woman/man is much more marketable and valuable than someone who only does one thing.

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**5. Develop initiatives, name them, represent their value, and update the organization as you progress.** Be a humble champion of and create visible momentum for the value you add to the team. You are the steward of your personal brand.

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**6. Surround yourself with strong people. Give them credit and let them shine.** It makes you look better when you give people credit.

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# MY OPERATING PRINCIPLES

**7. Deliver honest feedback regularly.** This includes everyone, from your boss(es) to everyone on your team.

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**8. Act with integrity, then don't worry about what anybody thinks of you.** If you're doing what you think is right and someone has a problem, it's on them - not you. Put your head down and don't focus on what they're doing.

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**9. Be a solution provider.** At the end of the day, delivering solutions will be how you're evaluated as an individual contributor in your organization.

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**10. Commit to truth.** Demand that your teams represent problems in an environment where they are not penalized.

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# ACTIVITY 1

Review my list of Operating Principles and then decide how they sit with you. Put each of them into one of the following groups.

## 5 Principles that Resonate:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## 5 Principles that Don't Resonate:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

*It's okay for these to not resonate. This is meant to get the creative juices flowing for how you're going to approach building your own list. Let's continue...*



**7**  
**DAY**

# ACTIVITY 1

Pick one thing you're afraid of right now that falls into the "unknown" bucket.  
Write it here:

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Identify which limiting beliefs you're holding onto that keep you from confronting that fear:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Make lists of all possible outcomes in facing this fear. Write down everything that could happen, negative AND positive. Then find ways to reframe the potential negative outcomes into **what you could learn** instead.

Positive Outcomes	Negative Outcomes	Reframed Outcomes
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Lastly, restate those limiting beliefs into empowering beliefs! These should declare why you are uniquely positioned to confront your fears.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**8**  
**DAY**

## DAY 8 ACTIVITY: NON-NEGOTIABLES

Make a list of actions you must take to achieve your goals, the timing of them, and commit to scheduling these actions on your calendar.

NON-NEGOTIABLE ACTIVITIES	TIME (WHEN THEY MUST OCCUR AND FOR HOW LONG)	SCHEDULE IT ! (DAYS + TIMES)