

# VISION + **GOALS**

“Vision and Goals is a tool I embraced 20 years ago. It has shaped me into who I am today and was paramount in my creation of the future I want for myself. I truly believe that we are able to reach major life goals when we manifest a future for ourselves, by writing down our goals with a timeline that aligns with our vision.

I adopted the Vision and Goals methodology and customized it for Kit and Ace to enable our people to develop and motivate each other to achieve their personal and career goals.

By orientating ourselves with goals to strategize for the future, we can generate the law of attraction!”

**GEORGE TSOGAS, CEO**

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WHY  
**GOALS?**





## FUN

To fall and get back up, because we know it's scary and **fun** to reach for whatever [it] is



## QUALITY

To live a life of **quality** – when we die, we are fulfilled and have no regrets



## EMPOWERMENT

To **empower** each other to make dreams, wishes and ideas realities



## GRIT

To declare what we want in life, and receive the support to get **gritty** and get it



## LEARNING

To learn so that we are constantly growing to be better



## CHOICE

To live in choice instead of being impeded by past experiences

# GETTING STARTED

## SET UP TIME WITH YOUR MANAGER TO TAKE YOU THROUGH VISION + GOAL SETTING.

At the end of your first session you will set by-when's to complete all the steps to discovering your values, vision and goals.

Your manager will give you clear conditions of satisfaction(\*) for each goals session so that you can show up prepared.

*\*Conditions of Satisfaction: a clear list of every expectation required to meet the success of a project/task.*

**Setting goals can take an hour, a couple days, or a few weeks. You will also need a shitty first draft, and potentially more!**

Write them down, rip them up... it generally takes a couple tries to see what feels right.

### GROUND RULES:


1. KEEP AN OPEN MIND
2. FUCK PERFECTION
3. DON'T PHONE IT IN  
Stay true + relevant to yourself
4. ASK FOR SUPPORT
5. SHARE THE SHIT OUT OF THESE GOALS



You are now ready to head on a journey full of **Learning** and **Choice**.

It will be **Fun** but will also take some **Grit**.

At the end you will feel **Empowered** to live of a life of **Quality** and we can't wait to cheer you on.



“A visionary starts with a  
clean sheet of paper and  
re-imagines the world.”

**MALCOLM GLADWELL**

# DISCOVERING **VALUES**





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## DEFINED:

### **Your guiding principles:**

They govern your actions and behaviours  
and represent your underlying beliefs.

Your values have always been there, supporting your  
choices (whether you recognized and named them or not).

Our personal values, put simply, are the things  
that are the most important to us.

When tapped into, your personal values can  
guide and motivate your choices in life.




## WHY DO WE START WITH VALUES?

This is the opportunity to honour what is most important to you.

Your values will be a common thread throughout your  
life (your goals and vision can shift and change, but your  
values will stay relatively the same throughout your life).

When we start with defining our values, we lay the  
groundwork for our vision and goals to grow.



“We don’t have to be  
perfect, just engaged and  
committed to aligning  
values with actions.”

**BRENE BROWN**



## HOW TO DETERMINE YOUR VALUES:

Think about a time when things seemed to line up perfectly – when you were at your happiest.

**What was happening?**  
**What did you feel?**  
**Why did you feel that way?**

Think about recurring themes and behaviours in your life – when you were unconsciously choosing.

**What was at your core?**  
**What guided you to make that choice?**

## WHAT'S NEXT?

Start by making a list of values that you feel are important to you (see pg. 13 for inspo).

**List a lot.**


Then reference that list, and choose 10, then choose 5 of those that feel like they speak to your core.

The ones that make you say, “Hell yes!”. The ones you feel in your gut.

If you need to keep all 10, **do that**. Fly free, baby.

## VALUES LIST





As mentioned, values play a key role in your life: It is important to define them on your own terms, to know what the significance is behind them, and to know how they show up in your life.

**Use the table below to write out your Values:**

VALUE	DEFINED, BY YOU	HOW THIS SHOWS UP IN YOUR LIFE

Acceptance	Determination	Hope	Reverence
Accomplishment	Development	Humility	Rigor
Accountability	Devotion	Humour	Risk
Accuracy	Dignity	Imagination	Satisfaction
Achievement	Diligence	Improvement	Security
Adaptability	Discipline	Independence	Self-reliance
Adventure	Discovery	Individuality	Selfless
Agility	Discretion	Innovation	Sensitivity
Alertness	Diversity	Insightful	Serenity
Altruism	Drive	Inspiring	Service
Ambition	Duty	Integrity	Sharing
Amusement	Economy	Intelligence	Significance
Assertiveness	Effectiveness	Intensity	Silence
Attentive	Efficiency	Intuition	Simplicity
Audacity	Elegance	Irreverence	Sincerity
Autonomy	Empathy	Joy	Skillfulness
Awareness	Empower	Justice	Smart
Balance	Endurance	Kindness	Solitude
Beauty	Energy	Knowledge	Spirit
Belonging	Enjoyment	Leadership	Spirituality
Boldness	Enthusiasm	Learning	Spontaneity
Bravery	Entrepreneurship	Legacy	Stability
Brilliance	Equality	Leisure	Status
Calmness	Ethical	Liberty	Stewardship
Candor	Excellence	Logic	Strength
Capable	Excitement	Love	Structure
Certainty	Experience	Loyalty	Success
Challenge	Expertise	Mastery	Support
Charity	Exploration	Merit	Surprise
Cleanliness	Expressiveness	Meaning	Sustainability
Clever	Fairness	Moderation	Talent
Comfort	Faith	Motivation	Teamwork
Commitment	Family	Openness	Temperance
Common sense	Fearless	Optimism	Thankful
Communication	Feelings	Order	Thorough
Community	Ferocious	Organization	Thoughtful
Compassion	Fidelity	Originality	Timeliness
Competence	Fitness	Passion	Tolerance
Competition	Focus	Patience	Toughness
Concentration	Foresight	Peace	Traditional
Confidence	Fortitude	Performance	Tranquility
Connection	Freedom	Persistence	Transparency
Consciousness	Friendship	Playfulness	Trust
Consistency	Fun	Positivity	Trustworthy
Contentment	Generosity	Potential	Truth
Contribution	Genius	Power	Understanding
Control	Giving	Presence	Uniqueness
Conviction	Goodness	Productivity	Unity
Cooperation	Grace	Professionalism	Valor
Courage	Gratitude	Prosperity	Victory
Courtesy	Greatness	Purpose	Vigor
Creation	Growth	Quality	Vision
Creativity	Happiness	Reason	Vitality
Credibility	Hard work	Recognition	Wealth
Curiosity	Harmony	Respect	Welcoming
Decisiveness	Health	Responsibility	Winning
Dedication	Honesty	Restraint	Wisdom
Dependability	Honour	Results-oriented	Wonder

# WRITING YOUR **VISIONS**



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## DEFINED:

### **Your north star:**

A mental snapshot of your future,  
guided by your values.



Your vision is the future and it energizes the present.  
It helps you connect to your journey and allows you  
to see where your efforts should be placed.

When you close your eyes and sit in your vision, you  
can see, smell, taste, touch and hear your surroundings.

It fills you with your version of peace.

Many of us go through life knowing what we don't want  
and often do not put a big focus on what we do want.

Putting a focus on what we do want helps put that energy into  
the universe so that we can be ready to welcome it over to us.



### **SOME QUESTIONS TO ASK YOURSELF:**

**What makes you feel proud? At home? In your work?**

**How do you want to contribute? To the world? To yourself?**

**How do you want to take care of yourself?**

**How do you want to feel? Physically? Emotionally? Spiritually?**

**What makes you experience a loss of power?**

**What are you doing when you feel you are at your absolute best?**

**What and who energizes you?**

Now it's time to get clear and separate what you want from what you don't.

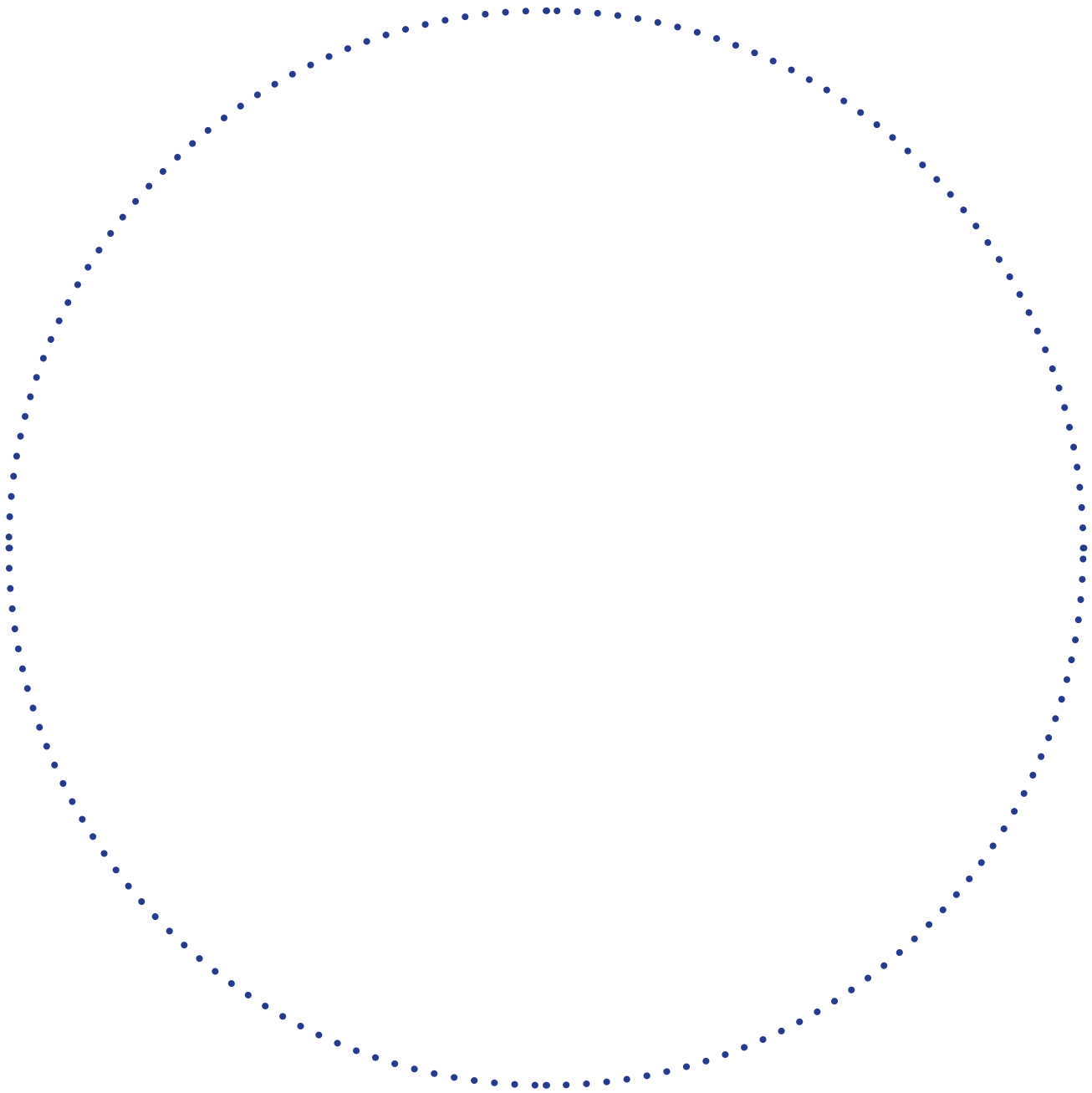
On the next page begin writing everything you don't want on the outside  
of the circle, and everything that you do want on the inside of the circle.

Include feelings, material objects, skills and just a general way of being.



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## THE POWER OF KNOWING WHAT YOU WANT





Now that you have become clearer on your wants in life, use the chart below to begin tapping into your five senses. It helps to close your eyes and really visualize what you are experiencing in your future.

Your future can be a vacation, your workday, a holiday, or maybe just your perfect day off.

Also think about the different times of day:

**What’s the first thing you see when you wake up?**

**What do you hear on your commute to work?**

**What do you smell when you sit down for dinner?**

**Who is around you?**

SENSE		VISION	
SEE			
HEAR			
TOUCH			
SMELL			
TASTE			

You can now use the information you generated from **The Power of Knowing**  
**What You Want** and **The Five Senses** exercise to write your vision.

Grab a pen, stick it to the paper and let it flow.

## VISION

# SETTING **GOALS**





**THERE IS POWER  
IN WRITING DOWN  
YOUR GOALS.**

We believe in writing down goals  
to create realities out of dreams.

We also believe there is a difference  
between reaching a goal, setting up habits  
and just enjoying the [journey] ride.



## LONG-TERM EXPERIENCES

### DEFINED:

Experiences that you have over the years that ultimately guide you to your overall vision.

These experiences are outcomes of your Short-Term Goals and make up your personal journey.

**Your Long-Term Experiences can also be thought of as:**

**Milestones**

**Goals**

**Accomplishments**

**Breakthroughs**

**Events**

**Turning Points**

**Intentions**

Your journey will ebb and flow because as you move through life, different opportunities will come to you:

Some doors may shut, some windows will open, you may change your mind, you may stay course.

Regardless of where you head, you are always in choice to find experiences that will lead you to living a fulfilled life.

**This is also known as your vision.**

To begin thinking about your Long-Term Experiences, start filling out the chart on the next page. Use the below Areas of Life as thought provokers. Remember the Ground Rules - don't phone it in. It's important to think about which areas are relevant to you and give you purpose rather than trying to fill space. It is not mandatory to have an experience for every area.



## AREAS OF LIFE

### **Career:**

Workplace relations, titles + roles, business skills, entrepreneurship, optimizing work, leadership

### **Travel + Leisure:**

Vacations, places to live, sports, literature, art, music, fun, creative expression

### **Finance:**

Savings, student debt, credit cards, credit score, down-payments, earnings, security, retirement

### **Health + Mental Wellness:**

Nutrition, physical fitness, meditation, stress, activities to manage mental well-being, motivation, sleep

### **Relationships:**

Partners, children, siblings, friendships, marriage, romance, home life

### **Making A Difference:**

Volunteering, mentoring, gratitude, the environment, your community

### **Skills + Education**

Personal development, courses, schooling, reading, podcasts

AREA OF LIFE	LONG-TERM EXPERIENCES	HOW THIS LEADS TO YOUR VISION
CAREER		
TRAVEL + LEISURE		
FINANCE		
HEALTH + MENTAL WELLNESS		
RELATIONSHIPS		
MAKING A DIFFERENCE		
SKILLS + EDUCATION		





## SHORT-TERM GOALS

### DEFINED:

An aim or desired result.

Short-Term Goals take less than one year to achieve and can help lead you to your Long-Term Experiences.

They are **SMART**.

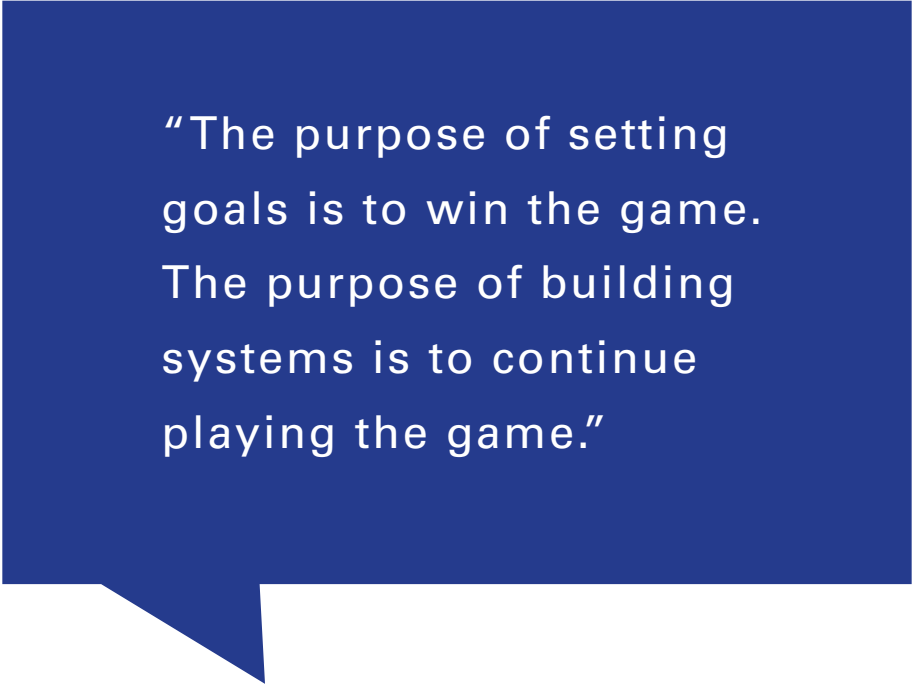
**S**pecific

**M**easurable

**A**mbitious, but achievable

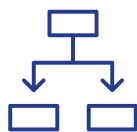
**R**elevant

**T**ime-Bound



“The purpose of setting goals is to win the game. The purpose of building systems is to continue playing the game.”

**JAMES CLEAR**, ATOMIC HABITS



**SMART** goals can be results driven or process driven.

**Results Driven:**

*I complete the 2020 BMO Marathon this May in under 4.5 hours.*

**Process Driven:**

*I run four times a week, varying the distances.*

**DO YOU SEE THE DIFFERENCE?**

The **results driven goal** is asking you to cross a finish line.

The **process driven goal** is asking you to create a habit so that you can complete the goal.

When we make goals around processes and systems, we are creating habits.

Choosing a results or process driven goal is ultimately up to you. It depends on where you would like to head and how you like to enjoy your life.

You can now use the next page to begin writing Short-Term Goals using the same prompts.

AREA OF LIFE	SHORT-TERM [SMART] GOALS	HOW THEY LEAD TO YOUR LONG-TERM EXPERIENCES
CAREER		
TRAVEL + LEISURE		
FINANCE		
HEALTH + MENTAL WELLNESS		
RELATIONSHIPS		
MAKING A DIFFERENCE		
SKILLS + EDUCATION		



This completes your journey to living a life of your own design.  
Remember the ground rules – perfection is not the idea.

**Feeling complete?**

Post your goals.

**Need some more work?**

Finesse your goals until you feel it in your gut.

**Not sure?**

Phone a friend.

This journey is yours – do with it what you will and  
share it with the world (or at least one other person).