

Running the Boston Marathon 15 Lessons for Leading People, Projects, and Programs

Really Big Goals

- 1. You are Only Limited by Your Beliefs** – If you change your beliefs, you will change your potential.
- 2. Big Goals are more Achievable** – Big goals inspire and create momentum. Set no small goals.
- 3. Set Big Hairy Audacious Goals** – Stretch goals work. Use a BHAG when you want to make a major change or accomplish a monster goal.

Set Your Goals Up for Success

- 4. Change is Not Easy** – Most people would rather die than change their lives in meaningful ways. Plan to overcome resistance.
- 5. Keep Your Goals Visible** – Use pictures and other symbols to keep you and your team inspired and moving toward your goals.
- 6. Set Inch Pebble Goals** – Make it clear what needs to be done each day or week and whether or not it is done.
- 7. Rewards and Consequences** – Seek fun and creative ways to encourage you & the team to stay on track.

Include Others in Your Success

- 8. Get Support** – Nothing significant is accomplished alone. Reach out to others for help and include them in your success.
- 9. Keep Your Goals from the Trolls** – Whenever possible, get positive and successful people on your team; fire negative and resistant people.
- 10. Get Competitive** – Ramp up your game by creating healthy competition for you and your teams. Make a friendly wager.
- 11. Coaches and Mentors** – Recruit the very best coaches and mentors to help you reach your goal. Reach out, even if you don't know them.

Have a Blast!

- 12. Celebrate at Key Milestones** – Plan your celebrations along the way with as much vigor as you do for your other activities.
- 13. Anticipate Setbacks** – Setbacks and breakdowns are inevitable; plan for them. They also make the win more satisfying.
- 14. Enjoy the Process** – Focus more on the journey and what you and your team are becoming, rather than on the goal itself.
- 15. Share your Success with Others** – Be sure to share the joy of winning with your team, supporters, and coaches. Savor it!