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About Kathleen Longo

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Goals 101: Defining, Setting and Reaching Objectives

The Academic Skills Center at California Polytechnic State University offers a guide for its students -- but this resource is useful for everybody. The importance of goals are explained in the overview: "There is great power in setting and determining your own goals. ... Always following the crowd hinders your individual thinking to shape your own goals and the ability to decide things on your

Flourish Updates

Welcome to Flourish Insights™ for May. We hope you had an enjoyable Memorial Day as we honored the many people who have committed their lives to protecting our country. My family spent most of our time enjoying the good weather when it was available while getting excited for the end of another school year.

It has been a busy Spring at Flourish Wealth Management with multiple investments to enhance the client experience. We recently announced the addition of Mark Anderson, CFA, as the newest member of our team as Director of Wealth Management. Mark brings a strong investment background and excellent communication skills that will benefit our ongoing efforts to provide customized planning solutions. We have also made technology investments with an enhanced web site that will include a Client Login function. In addition, Flourish has brought in new tools and technology to support our client reports with increased flexibility in reporting with more ability to customize how we provide updates on your financial status. The new reporting will be integrated into the web site for timely snapshots while maintaining our focus on your long-term financial independence tool. We look forward to sharing the new technology with you soon!

This edition of Flourish Insights™ focuses on the theme of believing in yourself. We have combined a few different resources to explore how all of us can live our best life by challenging ourselves and looking for new opportunities. The first article is from one of our favorite bloggers, Seth Godin, echoing the traits we see in our clients. We have also included information from author Adam Grant about being original in our thoughts and actions, along with resources from Cal Poly to help reset your goals. We hope you enjoy this information and you should hear from us again soon with additional information about the new technology resources at Flourish.

own terms and personal experiences. When you become the source of your own career and destiny, you grow without the interference of another's experiences or expectation. As a result, you become more self-confident."

Among the topics Cal Poly covers:

- Different types of goals
- The changing meaning of GPA (goal, plan, action)
- The importance of setting mini-goals
- The four-step process of discovering your goals

[>View Cal Poly's goal-oriented guide](#)

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Flourish Wealth Management

3300 Edinborough Way,
Suite 420
Edina, MN 55435

P: 952.392.4474

E:

klongo@flourishwm.com

[Visit Our Website](#)

Believe in your Goals

Seth Godin is a best-selling author, sought-after speaker and industry-setting marketer (he has been called "America's greatest marketer" in fact). Godin is also a prolific blogger, with an archive of more than 2,500 posts. His blogs often share messages of encouragement, imploring people to make big but executable plans, to push yourself -- and others -- to do better work, to invent new and better ways to do the tasks that make up your life.

The following post shares Godin's thoughts on goals, and how they are meant to make you -- and others around you -- better.

GIVE UP AND GO UP GOALS

"You will benefit when you tell lots of people your give up goals. Tell your friends when you want to give up overeating or binging or being a bore. Your friends will make it ever more difficult for you to feel good about backsliding.

On the other hand, the traditional wisdom is that you should tell very few people about your go up goals. Don't tell them you intend to get a promotion, win the race or be elected prom king. That's because even your friends get jealous, or insecure on your behalf, or afraid of the change your change will bring.

Here's the thing: If that's the case, you need better friends.

A common trait among successful people is that they have friends who expect them to move on up."

Original Thoughts

Adam Grant's best-selling book *Originals* looks at "how non-conformists rule the world" by developing new ideas, then releasing them to the masses. To be one of these difference-makers, though, you don't have to be all that different. In its review of the book, *Publishers Weekly* wrote, "Inventors don't need to be cliff diving risk takers, and originality is far more common than is generally thought. Emphasizing the human tendency to take the default action, the book shows that it takes real verve to overcome that inertia and seek out the better option."

Put differently, Originals don't necessarily have to stand above the crowd as much as they have to be willing to walk against it -- but Grant states it's OK to do so at a not-so-brisk pace. He says there is great value in being a procrastinator and in not being the first to market with a new product or idea. In an interview with NPR, he says, "Successful entrepreneurs are much more likely to play it safe and have back-up plans than failed entrepreneurs."

Through his studies of Originals, Grant has become one himself. He is a professor of management and psychology at the University of Pennsylvania Wharton School (where he was tenured in his 20's!). Noted author Malcolm Gladwell calls Grant "one of my favorite thinkers." And Grant's talk "[The Surprising Habits of Original Thinkers](#)" was the talk of TED2016. In it, he implores you to put yourself out there and to believe in yourself, your ideas: "The greatest originals are the ones who fail the most, because they're the ones who try the most. You need a lot of bad ideas in order to get a few good ones."

The payoff for the good ones is significant.

"Look, being original isn't easy," Grant says, "but I have no doubt about this: It's the best way to improve the world around us."

More From Grant in the New York Times:

>["How to Raise a Creative Child. Step One: Back Off"](#)

>["Why I Taught Myself to Procrastinate"](#)

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