

SMART Ways for a New Year with Purpose!

By Sue Wilschke
Automotive Compliance Consultants, Inc.

Have you thought about where you want to be in the next three, five, or even ten years? What you want to accomplish in the next year? How about tomorrow? If you have thought about it, but don't seem to be able to make it happen, this is for you!

If you want to succeed, you need to set goals. Without goals, you will lack focus and direction. Goal setting allows you to take control of your life's path. The process also allows you to monitor progress and determine if you are actually succeeding.

In order to accomplish your goals, you need to know how to set them. Just saying "I want . . ." rarely makes it happen. Goal setting is a process that starts with carefully considering what you want to achieve, and requires a lot of work to get to success. In the middle are well defined and proven steps that together go beyond the specifics of the end goal.



Knowing these steps will allow you to create and formulate effective goals that you will be motivated to accomplish. Better yet, you will be able to recreate your success with all your goals in the future!

It doesn't matter what goals you set or want to achieve. The important thing is to set an effective goal that will drive you into taking action.



When you set goals for yourself, it is important that they motivate you. What is the reason for you to achieve these goals? What's your "WIIFM"? (*What's In It For Me?*)

Make sure you set SMART goals. SMART is a widely used and accepted acronym for goal setting. It stands for Specific, Measurable, Attainable, Relevant, and Time-Bound.

A specific goal is the most basic step in the process of goal setting. Make sure your goal is clear and well defined and measurable. Then you can keep track of your progress. Being able to measure your progress will help you stay on track.

Your goals need to be attainable. That's not as obvious as it seems. Goals should cause you to raise the bar, not erode your confidence. Also, resist the thought of making your goal an easy win. Look for challenge with balance.

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ADOMA
Board Meeting
Saturday, March 20th
10am-12Noon
Toyota of Irvine

2010 ADOMA
Membership
Enrollment
See Insert!

Chapter Meeting Info



Inland Empire, Los Angeles & Orange County

SMART Ways for a New Year with Purpose!

**Have you thought about what you want to accomplish in the next year?
How about tomorrow? If you have thought about it, but don't seem to be able
to make it happen, this is the meeting for you!**

If you want to succeed, you need to set goals. Without goals, you lack focus and direction. In order to accomplish your goals, you need to know how to set them.

Sue Wilschke will take you through the process that will make wants and wishes into goals that succeed. Get the resources (and worksheets) to help you plan your own effective goals. Find out about reality checks. Discover why a Buddy can be your key to success. Learn how to cure goal procrastination. *Attend this fun and interactive meeting in all three chapter locations in February.*

Speaker: Beginning her automotive industry career as an F&I forms programmer, Sue Wilschke later joined the Reynolds and Reynolds training and education group where she developed and facilitated automotive dealership employee training classes and national customer seminars.

INLAND EMPIRE Date: Tuesday, February 23rd

Time: Social 6:00 PM, Dinner 6:30 PM

Cost: \$35.00 Members & Spouses, \$45.00 Guests

Location: *Sizzler—Banquet Room*
6631 Clay, Riverside (Van Buren & Clay)

Register by Friday, February 19th by phone, email or our website at www.adoma.org Reservations not honored will be billed for the full meal fee. **Make checks payable to ADOMA-IE:**

c/o Jane Knight, Lexus of Riverside
3150 Adams St.,
Riverside, CA 92504
tel. 951/354-4150
email: jane-knight@lexusriverside.com

Sue subsequently joined the Reynolds Consulting Group specializing in dealership management system utilization, best practices, and process improvements. She was awarded Consulting Manager of the Year in 2005.

Now with Automotive Compliance Consultants, Sue is ready to assist in mitigating the challenges a dealership faces to become and remain compliant throughout the dealership. Her track record in automotive training and consulting assures understanding of a dealership's increasing compliance responsibilities and the processes necessary to avoid fines, penalties, and civil actions.

LOS ANGELES Date: Wednesday, February 17th

Time: Social 6:00 PM, Dinner 6:30 PM

Cost: \$35.00 Members & Spouses, \$45.00 Guests

Location: *Stevens Steak & Seafood House*
5332 Stevens Place, City of Commerce

Register by Friday, February 12th by phone, fax or our website at www.adoma.org Reservations not honored will be billed for the full meal fee. **Make checks payable to ADOMA-LA:**

c/o Cherie Harris
Ford of Montebello
2747 Via Campo
Montebello, CA 90640
Tel: 323/838-6920 fax: 323/838-6912

ORANGE COUNTY Date: Thursday, February 18th

Time: Social 6:00 PM, Dinner 6:30 PM

Cost: \$35.00 Members & Spouses, \$45.00 Guests

****New Location:** Black Angus Restaurant
1350 N. Tustin, Santa Ana, CA 92701
(714) 558-3057
(located on Tustin Ave., near 17th St)

Register by Friday, February 15th by phone, fax or online at www.adoma.org **All reservations require immediate payment**—make check payable to ADOMA-OC:

c/o Sherri Johnson, Treasurer
Allen Cadillac GMC
28332 Camino Capistrano, Laguna Niguel, CA 92677
Tel: 949/485-3700— Fax 949/364-0110
email: sjohnson@allenaautos.com

...continued "SMART Ways for a New Year with Purpose!"

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Successful goals will be relevant to YOUR life and your core values. In short, these are your goals for your benefit. Make sure you are willing and able to commit to achieving them.

Goals without deadlines are wishes and dreams. A time limit provides a clear target for achievement. Without a time frame, there is no urgency to start, let alone finish.

Effective goals are also written goals. Writing down your goals makes them visible and real. Look at your goals often.

Make an action plan as soon as you create your goals. An action plan gets the momentum started. And, of course, write down the steps.

Make an action plan as soon as you create your goals. An action plan gets the momentum started. And, of course, write down the steps.

Now you need to stick with it and keep the process going. Build in accountability; talk about your goals. Be wary of procrastination that can stop you from ever achieving your goals.

Goal setting is much more than saying you want something to happen. If you follow these steps, you will be able to set effective goals with confidence. You will enjoy the satisfaction of achievement, and also the benefit of the goal itself.

What goals will you choose to achieve?

*Join ADOMA in February
as we explore this issue further!*

*See chapter meeting information on
page 2 for details and registration
information or visit us online at www.adoma.org*



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to improve the administration of the
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Renewal; for 2010 now open!**
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**UPCOMING MEETINGS
IN FEBRUARY!**

Save the dates!

ADOMA Inland Empire
February 23rd

ADOMA Orange County
New Location
February 18th

ADOMA Los Angeles
February 17th

See pages 2 for details!
Visit www.adoma.org often for updated
program information.

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