A Season Without Goals:
Why the World’s Best Leaders Don’t ”Set Goals”
and What They Do Instead

Coach Reed Maltbie
Why do you set goals?
“To reach a port, we must sail – Sail, not tie at anchor – Sail, not drift”

Franklin Roosevelt
Why do goals work?
“If you aim for nothing, you’ll hit it every time.”

Unknown
Why do goals work?

Why don’t goals work?
“Looking directly at something is not necessarily the best way to see it.”

Special Forces Axiom
Two Reasons Goals Fail Us

Finite Nature
“A goal is not always meant to be reached; it often serves simply as something to aim at.”

Bruce Lee
Two Reasons Goals Fail Us

Finite Nature

Lack of Precision
“At 211 degrees, water is hot. At 212 degrees, it boils. Boiling water creates steam and with steam you can power a train.”

S.L. Parker
Not Goal-Setting...Goal-Orienteering

- Purpose
- Process
- Perspective
Purpose

Why - “Big Just Cause”
“In all things you do, consider the end.”

Solon
Purpose

Why - “Big Just Cause”

Greater Than the Goal
“What you GET reaching a goal is minor compared to who you BECOME chasing it.”
Purpose

Why - “Big Just Cause”

Greater Than the Goal

Not a Moonshot
“Vision without action is a daydream. Action without vision is a nightmare.”

Japanese Proverb
Purpose

Why - “Big Just Cause”

Greater Than the Goal

Not a Moonshot

Timelessness
“The goals you create should create you.”
Process
Not steps...BEHAVIORS
"The trouble with not having a goal is that you can spend your life running up and down the field and never score."

Bill Copeland
Process

Not steps...BEHAVIORS

Clarity and Access
“It doesn’t matter how slowly you go as long as you do not stop moving.”

Confuscius
Process
Not steps...BEHAVIORS
Clarity and Access
Temptation Bundling
“Pleasure in the job puts [excellence] in the work.”

Aristotle
Process

Not steps...BEHAVIORS

Clarity and Access

Temptation Bundling

Low Friction-High Friction
“The journey of a thousand miles begins with a single step.”

Lao Tzu
#RaisingExcellence

Process

Not steps...BEHAVIORS

Clarity and Access

Temptation Bundling

Low Friction-High Friction

Framework – Habit Track
“Great acts are made up of small deeds.”

Lao Tzu
Perspective

Turn the Flywheel
“A river cuts through a rock, not because of its power but its persistence.”

Unknown
Perspective

Turn the Flywheel

A Culture of Excellence
“If you want to go fast, go alone. If you want to go far, go together.”

African Proverb
Perspective

Turn the Flywheel

A Culture of Excellence

Cherishing Challenges
“Challenges are what make life interesting and overcoming them is what makes life meaningful.”

Joshua Marine
Perspective

Turn the Flywheel

A Culture of Excellence

Cherishing Challenges

Everyday Excellence
“You don’t have to be perfect. You just have to act excellent.”
“It is not the mountain we conquer but ourselves”

Sir Edmund Hillary
Flex not Fail

Lead on not Let Down
“The going is the goal.”

Horace Kellen
Flex not Fail

Lead on not Let Down

“Now this” not “what now”
“It is harder to stay at the top than it is to climb.”

Pat Summitt
Flex not Fail

Lead on not Let Down

Compete not Compare

“Now this” not “what now”
“It is not the arrow nor the target that makes a great archer.”
Coach Reed Maltbie

“Better Coaching for a Better World”

www.coachreed.com

@Coach_Reed

619.772.0266