**Frameworks to Goal Setting Getting What You Want Out of Life and Work**

**Presented by Dean Hammes**

**Dallen Davenport**  
Well hello everyone. So this is Dallen here with Redlist super pumped with our keynote speaker today and here at our webinar Dean Hammes. And hopefully I'm saying that right, Dean, your last name?

**Dean Hammes**  
Yeah, yeah.

**Dallen Davenport**  
OK, great. We soaked up a lot of his wisdom in the past with on one of our podcasts, and we love to having them so much that we simply had to have him come back. So, uh, you know with many invaluable years of experience spanning the industrial reliability and hydraulics and lubricant sectors, Dean has nothing short of a seasoned pro.

**Dean Hammes**  
Yep.

**Dallen Davenport**  
So we just feel super grateful to have him here and currently correct me if I'm wrong, Dean, but you're currently steering the chorus as the director of Sales oil at over at oil safe reliability, reliability products. So it's awesome. So yeah, just uh Dean's track record. If you look them up, it's nothing short of impressive. It's awesome. He's great. So brace yourselves. We're here to you know, obviously, talk about some goal frameworks and you know be illuminated by his expertise and some of his goals, grid-driven strategies. So before we begin, I just wanna let you know if during the presentation you have any questions, feel free to drop them into the chat. We welcome questions throughout. If you have any and so let us know that way. But if you wanna wait till the very end, that's fine as well. We also have in this team's webinar meeting we have a section called Q&A so feel free to post questions during the chat or at the end. Just you can wait till Q&A and we'll be happy to cover those as well. And if you want to hold those to the end. So without further ado, you know, if there aren't any other questions, we'll hand it back over to you and we'll get rolling on this. But a big welcome Dean, thanks so much.

**Dean Hammes**  
Thanks, Dallen. Thanks for the kind words. I'm not sure wisdom how much wisdom we have, but we've been around for a while. Started teaching goal setting probably for me half a lifetime ago, but really this particular portion of it grew out of my life coaching class when I modified the goal setting to take in some of those techniques. So I've been teaching this particular form for about 20 years. Hopefully, it helps the people on the webinar today as much as it helps some of the people I've coached and worked with.

**Dean Hammes**  
I have all of my direct reports go through this and we work on not only work goals, but also life goals. So there are some things in here, some little tips and tricks that we've picked up over the years that I like to share, and hopefully this helps our audience get further down the path on the way to their goals. So we'll talk about like you said, frameworks to goal setting, getting what you want out of life and work. So when I do this webinar live, we always talk about where are you in your life because that's what we were. We start right? We can't start at any different point than where we are now as my grandmother used to say, you can't start any younger.

**Dean Hammes**  
Uh, as I was a kid when she was trying to teach me things I didn't really appreciate that some days. But as I get older, I understand. Umm not only where are you in your life, but where do you wanna go? Right? Because where you want to go determines what you set for goals. How are you going to get there? One of the things we'll talk about today is how your brain helps you get there. I've written some essays in the past on people. Put more time into planning a vacation or their grocery list. Then they go into planning their life.

**Dean Hammes**  
So most of us and my younger days, you know, I had goals because I was an athlete, so we had goals for sports and things like that. But when I was in high school, my biggest goal was to get to college. And then when I got to Technical College, my biggest goal was to graduate and get a job. And then when I got a job, umm, I actually used to say because I was on a softball field or a basketball court every night that I work to live. And I lived in a place aborted. So, you know, didn't have a whole lot of long-term planning in there and didn't really start pursuing goals until I was in my late 20s, early 30s so. Let's talk about goals versus dreams.

**Dean Hammes**  
So when I do these live, I ask people how many of you have goals and everybody raises their hand. I do. I do. I do. I do. Uh, and then when I asked how many of you have them written down, the majority of the hands drop and I have to tell them you don't really have goals. Do you have dreams? Because until you put them down on paper, it doesn't mean anything. Uh, there was a study done in the 1970s about a group of Harvard graduates who had graduated 30 years earlier. And it went back to them and asked them how many of them had goals and how many of them had had those goals written down. Umm, not surprisingly, out of that group of graduates, only about 20% had their goals written down. UM, it went further and asked how many of you not only have your goals written down but review them on a regular basis, and of that group of 20%, only about 20% of reviewed them on a regular basis.

**Dean Hammes**  
So now we're down to 5% of the total class and when they calculated their net worth, that 5% had more than 75% of the net worth of that class. Now, it was Harvard. So we're talking about it took some elite people to get in there and maybe that skewed the statistics a little bit.

**Dean Hammes**  
But in the years that I've been teaching this program and following up with the people that are on it, if you don't have them written down, you're not gonna achieve them if you don't review them on a regular basis. If you just write it down and put it in a drawer, you're ahead of 80% of the other people and it will actually help you, even if you don't review them on a regular basis. And we'll explain why a little later in the program. But goals versus dreams. Goals help by providing a road map to who you want to be. Focus and clarity about results, particularly if you use a form that you review on a regular basis, a way to track your progress. Types of goals. So there's a whole bunch of different types of goals. We have family relationships, education. Career and recognition.

**Dean Hammes**  
Personal every year I set a health goal and an education goal. I wanna learn something new. And a big scary goal. So once I've worked with people for a little bit, probably not their first time around, but the second or third time we go through goals, we talk about a big scary goal, something that's beyond what you think you can accomplish today. If everything in the universe aligned for you, what would you be?

**Dean Hammes**  
Where would you be? Umm, those are kind of fun. For those of you don't who aren't familiar with Maslow's hierarchy, he talks about how we achieve things and that we have to have certain levels in place before we move on to the next level. So the first level is physiological needs. Do you have a roof over your head? Do you have food? Do you have a place to sleep? Things that take care of you physically. Safety. Are you in an area that's safe, right? For most of us in the US, that's not a concern.

**Dean Hammes**  
For other areas of the world, that could be a concern. Socialization. We all need family and friends. We're better when we have them. There are numerous studies that say if you have a social network that you interact with on a regular basis, your lifespan will be longer and your quality of life will be better. Self-esteem. So how do we feel about ourselves? That's pretty important because if we're not convinced that we're in a good place in life, and if we don't like ourselves, we're not going to achieve any kind of goals because we won't have them in the first place. And the highest spot on the pyramid is self-actualization. That's when you get to a point in your life where you're doing something you want to do.

**Dean Hammes**  
You're doing it intentionally, and you're deriving satisfaction from it. Umm, it takes most of us years to get there. I know it did for me. My goals now are much different than they were 30 years ago, but a lot of them center around the fact that I'm where I want to be in life. I'm doing what I want to do. I've got a very rewarding job. I've got a family that's around me that's very fun to interact with and they support me. All of those things go into self-actualization. So where are you in your life? Evaluating where you are now helps determine where you want to go, and we'll get to a worksheet in a few slides that that helps us determine that.

**Dean Hammes**  
However, where you are now only provided a starting point. It does not determine where you will end up in the universe. God, Allah. Whatever you wanna call it will react to your thoughts as you write things down on a sheet of paper and review them on a regular basis. There are a couple of things that go into effect. One is there's a psycho-neurological connection between the hand and the brain. Think about it, when you take notes when you took notes, if you actually took physical notes, if any of you are old enough like I am to remember taking notes in a notebook in school.

**Dean Hammes**  
Umm. As I wrote those notes down, uh, particularly in history class. UM, I didn't have to study for tests on Fridays because I had written my notes. It had kind of embedded in my brain and I was able to go back to that memory and use it on the tests without having to do a whole lot of extra studying. So when you do that for your goals, what it does is it imprints that into your brain, and it also, as you review it on a regular basis, activates something called the retinal activation system or activating system, which we'll talk about in a little bit as well. So you have to write them down. You gotta put him in front of you.

**Dean Hammes**  
Where you can see them on a regular basis. Self-evaluation. We go back to family relationships for fun. Rear recognition education. Personal and health. All of those things can factor into being a goal for you. You don't have to have goals for all of them. Umm. Some of them will bleed over from one to the other, but the more you define your goals, the better your life gets in these areas. Financial and physical environment. I don't know any of us who are making as much money as we wanna make, even if we're being well compensated. So when I do this, we use something called the harmony wheel. It's divided into. Different areas. So we've got romance and intimacy, family and friends, spiritual alignment, health, the physical environment where you live, one in recreation in my early 20s. My fun and recreation factor was pretty high. My career in life purpose, on the other hand, was not so high. Uh. And money again, when you're young and starting out, money probably isn't a real big factor. So we divide that into those various areas and then we'll make marks along here.

**Dean Hammes**  
I'll have people you know, this is 1 to 10. Where are you? UM, everybody has a different number. Those numbers, if you're, say, nine in your health, doesn't mean you don't still need a health goal, but you could probably use one. Uh, if you're an A5 in romance and intimacy, maybe you need to work on that a little bit. Umm, when I was in life coaching class, we coached each other and I was the most romantic guy. That's one of the things I worked on. Uh. Again, like I said, money, we almost always wanna be working on our money, and that comes on a daily, weekly, monthly basis, right? If you write down a monetary goal, the chances of you getting to that goal are much better than if you don't have any goal at all. And we'll talk about putting specifics around them and doing smart goals. So the better you can define where you're at, the more likely you are to find areas to put goals into.

**Dean Hammes**  
Setting self-specific goals again, the evaluation of your present self, that previous worksheet where are you at evaluation of future self? Where do you want to go? What does it look like? Umm, as we work through these things, those worksheets change. UM, we do seasons. We like to coach in three months sections, right? So we actually do it for 12 weeks and then we give people a week off to evaluate where they're at. We'll take that previous worksheet and we'll fill it out again and say, hey, if we made any progress, does this change where we wanna go? I'm a big believer in quarterly coaching that you check things in the quarter, in my job as a salesperson or now as a sales leader in any of the places I've been a sales leader, we always sit down and look at quarterly numbers.

**Dean Hammes**  
Those of you who are in sales probably look at them monthly as well. Umm. With my team, I have a coaching session every month. Where are you? Where are we going? What does it look like? The evaluation of your future self in that case is what your pipeline looks like, right? Then we try to attach a vision to it. So what's your vision of your future self? Umm, there's the reality that is today. There's belief, which we'll talk about. How big Can you believe it? How big can you dream?

**Dean Hammes**  
And then there's the dreams on the other end of it, right? How big can you actually see your life getting? What can you achieve that you don't think you can achieve now? We talk about, if you knew that the universe would align completely with all of your intentions, what would your future look like? What's your big scary goal? It's a hard one for us to get to umm, because sometimes we're brought up in in ways that say you can't do that.

**Dean Hammes**  
You know, are you silly? What are you dreaming about? And yet there are people in the world. When I was a kid, I was a catcher. Johnny Bench was my idol, Johnny Bench started telling people in 6th grade that he was gonna be a professional baseball player and people told him he was crazy until he got to be a senior in high school and he got drafted by the major leagues. So you've gotta believe in it. You've got a dream big. Where do you want to go with your career? With your relationships. With your future. Do you want your legacy to be now?

**Dean Hammes**  
If you're just starting out in your career and you're young, you're probably not focused on legacy, but you are focused on your career, or at least hopefully you are. And if you don't have something written down about where you want to go, you want to do that. Umm, with your relationships? UM, you know, do you have a partner or a spouse? Do you want a partner or a spouse? Umm. If you've got kids, how's your relationship with your kids? I'm fortunate in that mine are all productive adults in their late 20s and early 30s and they still wanna hang out with us occasionally. So uh, on the relationship side of it, I get pretty high satisfaction out of that.

**Dean Hammes**  
What's your future look like, right? I'm. I'm toward the end of my career, so I tend to what is what I want my legacy to be. I've got, you know, probably 5 to 8 more years to work. Looking at the future, particularly in this current role, there are a lot of possibilities. Umm, we've got a batch of them written down in a business plan. We've reviewed that, You know the numbers we review monthly, but we review the business Man planning quarterly.

**Dean Hammes**Umm, not all of you are at that point in your life, but hopefully, if you want to you get there, right? Do you believe you can get there? Those are some things that you know you need to think about as you're setting your goals. So beliefs in the law of attraction Umm, there is actually a book out there called The Law of Attraction. There's a movie that's done that you can get on YouTube, which is called The Secret, which talks about how if you put something out to the universe and again we'll talk about that in a in a few slides.

**Dean Hammes**  
Umm. The universe will attract it to you. Uh, that which you can conceive and believe you can't achieve? Doctor Joseph Murphy wrote that in the book, Umm, the Power of Your Subconscious Mind, which I first picked up 35 years ago Uh, I've got it listed on the last slide as a resource. I firmly believe that if you can think of it and you can believe you can get there and you can envision yourself being there, you can make it happen.

**Dean Hammes**  
In that book he talks about where thought goes, and energy flows, so we get what we think about all day long. If you think positive thoughts, you'll usually get positive outcomes. That doesn't mean we won't have some setbacks at times, but if you can envision where you wanna go and you can think of it positively and you can attach some happy emotion to it, you're going to get there. If you want to change your life, change your thoughts.

**Dean Hammes**  
The book by Wayne Dyer, who is an inspirational writer, was an inspirational writer, actually has a book called Change Your Life. Change your thoughts If we change what we think about the things we look at change. Thoughts become words. It's become actions if you write those words down, they become actions more quickly. So let's talk about the retinal activation system. I like doing this in the webinars because Apple asks what we see and everybody responds with our eyes.

**Dean Hammes**  
Some people who understand it a little better respond with the optic nerve, which is actually what we see with our eyes are simply receptors. There's too much going on around us. There's too much input. If you look at a particular scene in the distance, or you look at a painting, do you see everything in that painting? There's a good question about the Mona Lisa that says is there a river in the background of the painting of the Mona Lisa?

**Dean Hammes**  
I'll ask that question as well. UM, most people say no, but if you look closely, there is a river in the background. So we see with our optic nerve, but what tells our optic nerve what to filter out? And again, we think about when you bought a different car before you bought that car, did you see a whole lot of them on the road? Probably not. After you buy that car, you see them all over the place, right?

**Dean Hammes**  
Or you think about a crime UM series on TV. Something where a witness saw something and didn't see it clearly. Like say a license plate and then they hypnotize them and say Can you tell me what the license plate number was? And they answer yes I mean, particularly, you know, old Perry Mason, Umm, Show, was that used? Umm, so you're actually seeing those things you're just not acknowledging them because there's way too much information coming in.

**Dean Hammes**  
So the retinol activation activating system is what tells your brain what to look at. So like with the new car, like with being put under hypnosis and asked this specific question When you write things down on a piece of paper and you post them in front of you you look at them every day. Umm. I look at mine, morning and evening. I review my goal. What happens is the retinal activating system says oh he wants to get here.

**Dean Hammes**  
Let's help him recognize the things that will get him there. If you combine that with the power of your subconscious mind and the belief that you will get there you attach a happy emotion to it. So when we set goals, I talk to people about them, see the end result, see what that reward will be, and celebrate it. Now, even before you get there because the chances of getting there are much better when you can envision.

**Dean Hammes**  
So setting self-specific goals, one of the big things is control and the belief of who has control. If you don't think you're in control of being able to get to that goal, if you don't believe that you're the one who determines whether you'll get there, you're going to allow things to distract you. You're gonna. You're gonna say, oh, I can't get there because of this.

**Dean Hammes**  
UM, you hear people say, oh, I could never be that I am. I'm. I'm. I'm just not smart enough or I could. I could never get there. I'm just starting way too far behind the 8 ball. I grew up very poor on the wrong side of the tracks in a small town in rural Minnesota where people always were willing to tell me why I couldn't do something. Uh. Part of the reason I've gotten where I am today is I developed the mindset of I'm gonna prove you wrong and having that chip on your shoulder.

**Dean Hammes**  
Having that underdog mentality, if you can believe that you can get there, whether it takes, you know, believing you're an underdog, and I'm gonna show you umm, whatever it takes, you've got to believe you can get to that outcome. Because if you don't, there's no reason to set the goal. Comfort zones and strategic fit. None of us want to get out of our comfort zone. Uh, Wayne Dyer, and one of his books talk about going to a umm health retreat after he wrote his first book.

**Dean Hammes**  
They asked him to come and speak about uh your your ONEOK zones was the book. But it talks about the power of your subconscious mind. And at this resort, there were eight different hot tubs ranging in temperature from 95 to 105 degrees. And so there was like, one at 95, one at 98, one at 100 etcetera. And people were mostly gathered in the one that was 100 degrees because that was their comfort zone. And he said, hey, why don't we try them all?

**Dean Hammes**  
And he got people to get out of their comfort zones and try the different temperatures along with their comfort zone. Because if you don't believe you can get out of it, maybe you look at strategic fit. Does it fit with your life today? Or more importantly, does it fit with the life you want? And if you can't get out of your comfort zone because you're comfortable there and we're afraid to get out of that zone, perhaps looking at it from a strategic fit to where you wanna be will drive you out of that comfort zone.

**Dean Hammes**  
Let me see what life could really be. Let me think big. Commitment and support. So the commitment is your side of it. Can you completely commit to that goal? If you can then support is the other side of it. There are programs that talk about, how you should tell everybody your goals. That doesn't work. You should only enlist. Support from the people who will believe in your goals and you should only share your goals with them.

**Dean Hammes**  
Umm, many of my clients share their goals with one or two trusted friends or family members because they know if they tell some of the rest of them They will not support them for a couple of reasons. People don't believe most people don't believe that we can get out of our comfort zones and that we can be better than we are. Others will be envious because you've committed to becoming better and they can't see that they can't see the way for them to do that.

**Dean Hammes**  
So rather than support you because it would make them feel bad, they're going to tell you you can't do that because it makes them feel better. So be very careful with who you tell about your goals, right? Make sure they're going to support you, otherwise, it's better not to share them. Recognition and rewards? Umm, some of that will come from. For instance, one of the first goals programs I participated in, I was a salesman.

**Dean Hammes**  
My first time in sales swore I'd never be a sales guy because they were useless. I've been on the operation side for 10 years now. I'm 30-plus years into being useless, but uh, one of the guys that I worked with said his goal was to become the number one salesman. While there's nothing around that that defines what that's going to be other than I wanna be the number one salesman. How much sales does that take?

**Dean Hammes**  
How much commitment does it take? The guy who was overseeing our goals program at the time said. Well, that's all well and good, but you gotta put a number on it. But sometimes that recognition will become externally what we call extrinsic rewards. UM, the gentleman who got our number one sales award this year at the national meeting was very happy to get that. Uh, I'm not sure it was a goal of his for the year, but he achieved it nonetheless because he stuck on a number he wanted to get a 20% increase and he ended up getting a 24% increase in his sales.

**Dean Hammes**  
So he was recognized in front of the whole sales team and support team at a national meeting. That was great, but those rewards don't always have to be extrinsic. They can be intrinsic, which means self-satisfying, satisfying, and right. UM, one of the gentlemen, and one of our seminars was talking about. He was a big guy. He was six-four. He weighed 300 pounds and his goal was to get back down to his rugby weight.

**Dean Hammes**  
He was from New Zealand and you know what's that #240? OK, great. We were doing it in the spring break. His goal was to hit that by the end of the year. Umm, he also stuck a reward on there for himself. An extrinsic reward of if I get to this goal, I will buy myself a completely new wardrobe by the end of the year. He was down to 2:45. He rewarded himself by buying a new order. Now, did he? He didn't quite hit the goal.

**Dean Hammes**  
He lost 55 with the 60 pounds he wanted, but it was close enough and he was much happier, and much healthier, too, which was kind of an intrinsic reward. And the side effects. So let's set some goals. We begin with the end in mind, which is a Stephen Covey thing from the Seven Habits. What will you need to overcome? What's in your way? Is it? Is it a physical thing? Is it a mental thing? Habits are important, right?

**Dean Hammes**  
If you've got a bad habit and you wanna break it, we don't really break habits. We replace them so you'll see people who quit smoking, and who start eating. Umm for me developing an exercise habit every day because I was an athlete growing up was pretty easy. What did I have to give up some sleep? So what he said whenever, and I said, well, that means never. If you don't put a time frame on it first. If you say I'll get to it someday or whenever you're never going to get there.

**Dean Hammes**  
Set benchmarks so I have a little mini goals. You know, if you want this guy who wanted to lose 60 pounds, he had to set a benchmark to lose the 1st £10 within two months. Find the support staff like we talked about. Find some people you can share this with. Ideally, you see a lot of people who have workout buddies and they go to work together. That's perfect, right? You drive each other on the days when she doesn't wanna go and text.

**Dean Hammes**  
Hey, I'm not feeling it today. Hey, shut up and get your \*\*\* in the gym. Uh, you know, it helps if you've got someone you can share that with, you're way more likely to achieve your goals than if you're out there on your own. So we'll talk about smart goals as well. Umm. Smart stands for strategic. Azure table action-oriented. Relevant and time-based. So strategic has actually got to fit your lifestyle or the lifestyle you want.

**Dean Hammes**  
It's gotta fit into that because if it isn't easy and doesn't fit into what you're already doing, it's going to be difficult for you to achieve it. Measurable like we talked about, you've gotta set some kind of measurable goal saying I wanna lose weight isn't a goal. Saying I wanna lose 30 pounds physically because now it's measurable. Action-oriented. You gotta get up off the couch and do it. You're never going to get there if you don't take some kind of action, whether it's going to school, whether it's studying something, whether it's going to the gym, whether it's saving a specific amount of money out of each paycheck, Those kinds of things get you to goals, and those are actions.

**Dean Hammes**  
Relevance. Again, it's got to fit into your life. It's got to be relevant to something you see in the future. And then time like we talked about, if you don't put a time frame on it, it will never happen. So think about those things and you can find smart goals anytime, Anything you want Google, it'll come up with that description. They use some different words in there. Umm, A is more often done as achievable, but as we'll see in a minute, some things aren't more achievable than others, right?

**Dean Hammes**  
So let's set some goals. These are goals that I've had for myself in the past. One was working 300 \* a year. That was ten years ago. What's the value of that? The positive aspects of physical and mental health, so my vision was I love the energy I have. For me, the mental side of working out is the release of the day, which is when I walk into my closet to get close for the day.

**Dean Hammes**  
Determine the monthly goal, which was 25 or 6 per week. Share the goal with my support staff, my wife, and children at that point in time. Commit and follow through. So I did in that year I actually needed to work out I think 8 times in the last week to hit the goal of 300. And so I worked out nine and got to 301 just so I could say ohh not only did I hit it, I I went beyond right. But again, that's an intrinsic goal. Tracked it on the calendar.

**Dean Hammes**  
Like I said last week came down to you needing eight. So let's get it done. So when we when we were kidless and downsized, we wanted to sell our house. My son went to school in September. We wanted to sell the house by December. The value to us was actually a smaller, more comfortable home and yard. So the steps got get the house in sellable condition by July 1st which we did hire an agent by July 1st which we also did.

**Dean Hammes**  
Keep the house in sellable condition. Anybody who's ever sold a house knows what a pain in the \*\*\* that is. It's difficult to keep it. Hey, we're bringing somebody over in 30 minutes to look at the house. Ohh ship blonde. The laundry's you know, on the couch and needs to be folded. Tell our friends and coworkers. We actually sold the house at the end of September. In the meantime, we're also buying a house which we moved into two weeks after we sold the old one.

**Dean Hammes**  
But again, we've got a goal, we've got the value, what it meant to us. We've got the steps. Visualize the soul time. So we did that and actually hung the sold sign on it and took a picture of it before it was sold, kept that in front of us every day. The through Steps review on a regular basis, weekly, monthly, and quarterly. Modify and update as needed. Remember to reward yourself when you hit that goal. Fortunately, my birthday is a couple of days into the New Year.

**Dean Hammes**  
We celebrated with a birthday party and my wife made a killer chocolate cake and the ice cream tasted very good. Tips and tricks. So 3 by 5 cards posted notes Umm, I keep my goals in my planner because I'm still old school and work out of a planner. Umm, I have them posted on my computer screen. Uh, again, review them in the morning. Review them. You know, during the day while I'm working, review them in the evening before I go to bed.

**Dean Hammes**  
Mantras and mission statements. So we didn't touch on mission statements, but you can find a whole bunch of things on a personal mission statement once you get familiar with goals and you're comfortable with them, you can write your own personal mission statement which will help you determine your future goals. Mantras, I am healthy. I am wealthy. The things that you repeat to yourself again, write these down on your post, it notes and repeat them every day.

**Dean Hammes**  
The subconscious mind is most receptive at the beginning and end of the day. Like we talked about mornings and evenings. If you do meditate or you do spend some time thinking about it 5 to 10 minutes is more than enough. Every day you don't need to spend more time than that. Earl Nightingale used to talk about his hour of power, so every day he got up and spent an hour either reading or writing, working on himself.

**Dean Hammes**  
Uh, you don't need to do it in the morning. You don't need to make it last an hour, but every day besides that, morning and evening visualization, you do need to commit some time to making yourself better. And have an attitude of gratitude. The more thankful we are about things, the better our attitude is, and there's definitely endorphin release and things that go along with it that make us physically feel better. I buy this book 10 at a time.

**Dean Hammes**  
It's called the Little Red Book. It was written in 1928. It talks about the power of your subconscious mind, and it really just repeats a lot of what we've covered today. You can buy it for $4.00 on Amazon. Umm like I said, I carry him with me. I give them away almost every trip I give one or two of them away to people. I gave them to my chiropractor years ago after I found them probably 15-16 years ago and he gave them to his two teenage boys who were late teens, and they read it and said it.

**Dean Hammes**  
It can't be this easy, and I asked him what he told him and he said the same thing you told me. It's not easy. It's simple and it is very simple, but it's hard to follow through like anything we've talked about already. It's difficult to change what we do. It's difficult to change our habits. It's difficult to believe in something that you can't physically see, but the subconscious mind will get you where you want to go because it doesn't know the difference between reality and fantasy.

**Dean Hammes**  
We're at the question-and-answer period, but I would say write yourself some goals and go out and make this your best year yet. Dean, this has been awesome. We really appreciate the wealth of knowledge and insights I have had lots of has here been taking good notes about. I've seen I've seen you taking notes. So, uh yeah, we definitely would love to open up some time for questions. Feel free to post those now or send them directly to me and we'll take the next few minutes for that.

**Dean Hammes**  
Perfect Or it was just so good that nobody had questions. Yeah. So I think I guess I do have looks like there's a question, What would you say Dean to someone who typically lacks belief? When it comes to goal setting. So I would say that by that little Red Book and read it, but also. Work on believing small things, right? Start with something small. Uh, maybe. You're not working out and you wanna work out, but you think it's difficult.

**Dean Hammes**  
Start by walking for 10 minutes a day. Start with something that's a baby. Step on the way to a goal that you may not believe in yet. Umm I have a picture on my back wall that says you don't need to see the whole staircase to take the first few steps. So the easiest way to believe anything, or the easiest way to accomplish anything, is to start with something simple and easy. You know we're not. For instance, you're not going to go out.

**Dean Hammes**  
When I was in high school, I could run a mile in 4 minutes and 40 seconds. I'm never gonna do that again. I had. I had my hips replaced in 2019 in my head. I still don't. I have a hard time running, so instead of saying hey, I'm gonna go out and run a mile when I walk. Hey, I'm gonna jog 10 steps, right? So I start by jogging 10 steps and pretty soon hey, I'm going to jog 20 steps. So I'm up to where I can jog about a half mile that we do as a walk around our Greenbelt.

**Dean Hammes**  
Uh, I started that at the start of this year. My goal is to be able to run the whole thing by the end of the year. Umm. In my heart, I believe I can do that. My head and my body are sometimes still apprehensive. So just by taking those little steps, I know I'm gonna make it there by the end of the year. It just has been very much in this case. Baby steps. Awesome. Hopefully that helps. Yeah, that's great. Thank you.

**Dallen Davenport**  
And, uh, we gotta. Another person said no questions at the moment, but would you please share the slides and presentation? Sure. They said it was awesome. And you, you have that to share Dallen so right in. So yeah, we do have that picture. We'll make sure to kick that out. Also, Dean was so kind to share a little document that will be sent to the group so that you can fill out some of those questions that were going through this slide so perfectly, and then someone else said thank you for the info and the time.

**Dallen Davenport**  
So it looks like we got some good value out of this. Good, I'm glad this is. This is what we do. I'm always happy to share, especially around goals and the subconscious mind and things like that. Awesome. Well, good. Well, if there if there aren't any other questions. Dean, I. I guess really I am for our audience who are here today, but also who will be distributing this out to in the future. How would you like them to connect with you and learn more about you and what you what you're doing?

**Dean Hammes**  
Umm, so you can look me up on LinkedIn and you can reach out to me there.

**Dallen Davenport**  
OK.

**Dean Hammes**  
That's probably the easiest way, and if they have specific questions or needs or want some guidance, I'll share my UM email with them and phone number if that's appropriate.

**Dallen Davenport**  
Perfect. Great.

**Dean Hammes**  
OK.

**Dallen Davenport**  
Well, we'll make sure that we post that in the notes as well, and yeah, and also fallen here you can find me as well at LinkedIn and we're happy. Happy to connect with each of you Also feel free to take a chance to check out our website and get more familiar with Redlist the field's first solution to unifying your maintenance, operations, and safety teams so really appreciate your time Dean. Thank you for the wealth of gold knowledge and goal-setting frameworks.

**Dallen Davenport**  
I look at a lot from this and it's one of these that I'll definitely be rewatching myself so.

**Dean Hammes**  
Good. Well, thanks Dallen. Thanks for having me.

**Dallen Davenport**  
OK. Thank you.

**Dean Hammes**  
I'm more than happy to share, go out and have a great day everyone.

**Dallen Davenport**  
Thank you so much.

**Dean Hammes**  
Thank you.

**Dallen Davenport**  
Bye.