

## Food for Thought

An excerpt from an article in the Success Unlimited magazine.

Typically the normal twenty-five year old looks at life with great optimism that he or she can accomplish dreams of life and the world is really there to be conquered. Based on insurance company statistics, let's roll the clock ahead forty years and see what will happen to one hundred men and women who are now twenty-five:

- 1% will be wealthy
- 4% will have the money they need
- 5% will still be working
- 36% will have died
- 54% will be dependent upon family, friends or some government agency for their livelihood

The article then goes on to ask the question "Why is this?" ..... What happened to that great tomorrow? The answer is that only five percent of these twenty-five year olds will probably have clearly defined goals. The other 95% do not.

The same article also reviews the results of a study made by Yale University of their graduates twenty years after graduation:

- 3% had taken the time to write down their goals and changed them as they went along
- 10% knew what they wanted to do with their lives and could talk about it in broad terms
- 87% had never bothered to write down their goals. They had not even thought out their goals enough to do this.

The result of twenty years showed that the 3% had achieved more than the other 97% combined.

**Without Clearly Defined Goals, One Has no DIRECTION**

**Without Good Measurement, One Has No CONTROL.**