



# Change is Good!

BY ALVIN BROWN

AS THE YEAR COMES TO AN END AND THE NEW YEAR APPROACHES, when you reflect back on 2014, how did you do and what are your plans for 2015? How will you make it your best year yet? Yes, I know some of you don't believe in setting goals or keeping score. You believe in spontaneity and living in the moment. My hope is that your plan, or lack of planning, is going well. But for many of us goal-setting weirdo types like myself, I buy into the idea that what you measure and monitor is bound to show some improvements and move you in the direction you intend it to. There is some magic in having a plan of action in order to get what you most desire. Your mind and body seem to align and you start to operate at a whole different level. Embrace the change of another calendar year! Sound like hyperbole and fantasy? Then give me a chance to prove my point and support my argument that change is a good thing and that there are benefits to being a consummate goal-setting and goal-achieving maniac.

## We were meant to live out our greatness.

In my upcoming book, *Mediocrity to Greatness: Mind, Body and Soul*, you'll learn why we were not meant for mediocrity and why greatness is our birthright. Greatness varies for everyone, but living in mediocrity is

more of who we really are and constantly pursue it. If we are fortunate to live in a free democratic state, we have no excuse. Some people avoid or fear change, but there are no certainties in life. Change is constant

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all about doing a little less than you are capable of doing. Living a passionate life is all about going after what you want most, because life is not a passive activity. Our number one goal is to constantly discover

and often necessary. As goal-setting and goal-achieving organisms we were destined for greatness. I encourage you to become a master of change and be relentless in your pursuit of greatness!

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## The power of setting goals

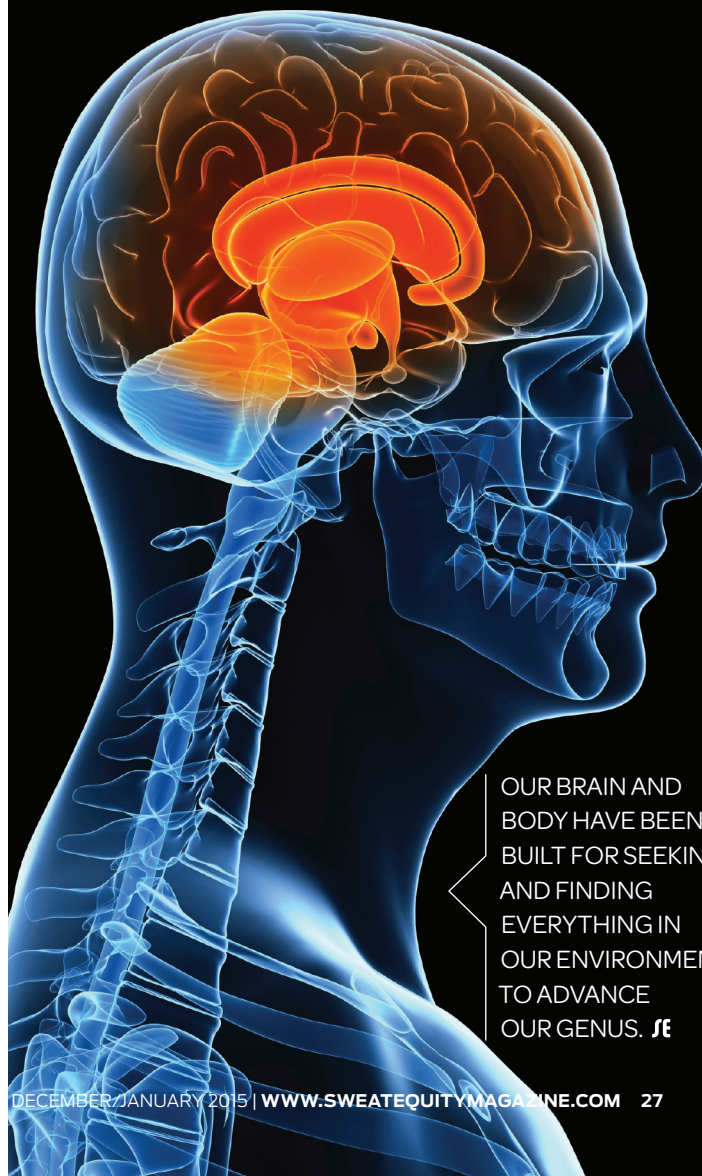
**Humans are by nature a goal-seeking organism.**

Why else would we have every new advancement available, if not for being a curious and innovative species? Our brain and body have been built for seeking and finding everything in our environment to advance our genus. No wonder we've moved from the cave to the condo in a relatively short time in human history. It was the president of the United States, John F. Kennedy, who firmly stated back in 1961 that America would put

a man on the moon before the end of the decade. His conviction was evidence of what firm commitment to a vision can do. We obviously did reach that goal, but the brilliance of this is that it was never done before and the idea of leaving the earth's atmosphere was nearly unthinkable. The president's bold statement helped coalesce the energies and thoughts of those who were working on the mission into a laser focus on bringing the goal to fruition.

**THIS BRINGS TO LIGHT THE POWER OF HAVING S.M.A.R.T. GOALS:** *specific, measurable, attainable, reality based, and time sensitive.*

This has been a long-standing method to goal acquisition. To command your brain and body to give you the energy you need to attain your dreams, you have to follow the right steps and strategies. The S.M.A.R.T. goal method provides your brain with these necessary instructions. Then all you really need to do is step back, follow the lead, and most importantly take action. People and things will appear in your life to bring it all together.



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