2. Your PFP and Goals: Planning Your Life with Purpose

Introduction

Once you have a correct perspective on wealth and understand the key principles for using wealth wisely, the next important step is to begin your Personal Financial Plan (PFP) and to set personal and family goals. Ezra Taft Benson counseled:

*Plan for your financial future.* As you move through life toward retirement and the decades which follow, we invite all... to plan frugally for the years following full-time employment. Be even more cautious... about “get-rich” schemes, mortgaging homes, or investing in uncertain ventures. Proceed cautiously so that the planning of a lifetime is not disrupted by one or a series of poor financial decisions. Plan your financial future early; then follow the plan.1

My purpose is to help you plan for your financial future, to help you set meaningful goals, and encourage you to accomplish those goals. In this chapter, I will share a few steps I have found helpful as I have considered my own life goals. I hope these suggestions will be useful in your life.

Setting personal goals is not simply writing a list of things you would “like” to accomplish. Rather, it is a process of understanding yourself, your aspirations, your desires, and your values and then trying to understand what God wants you to accomplish. Once you have determined these things, you must then combine your understanding of yourself and what God desires for you into a plan of action to help you become your best self. Marvin J. Ashton commented, “True happiness is not made in getting something. True happiness is becoming something. This can be done by being committed to lofty goals. We cannot become something without commitment.”2

Objectives

There are four objectives for this chapter:

1. Learn how wise financial planning can help you achieve your goals.
2. Understand the requirements for your Personal Financial Plan.
3. Identify what you want to accomplish in life.
4. Understand and apply the principles of effective goal-setting.

Learn How Wise Financial Planning Can Help You Achieve Your Goals

Financial planning is the process of planning how to make use of your available resources to achieve your personal and family goals. The purpose of financial planning is to help you use your resources more wisely. Financial planning will help you determine where you are personally and financially, where you want to be, and how you will get there.
While financial planning may not help you make more money (although it likely will), it will help you make better choices and become a better steward over the things you have been blessed with.

Financial planning is not easy. Some people are uncomfortable discussing financial matters and need help in overcoming this barrier. As you work through the material in this manual, you will learn how to get beyond this fear of finance. Motivation and time are required to complete an accurate financial plan and to accomplish the many things you must do each day in regard to personal finance. Good record-keeping is also necessary, both before and during the planning period. This course includes a variety of tools to help with record-keeping so you can become more financially self-reliant.

As a result of financial planning and this course, you will be able to:

- Manage the unplanned
- Accumulate wealth for special purposes
- Save for retirement
- Protect your assets
- Invest intelligently, and
- Minimize your tax payments.

Understand the Requirements for Your Personal Financial Plan

Your Personal Financial Plan (PFP) is a document that accounts for all critical areas of your personal financial life. It is your individual roadmap for achieving your personal and family goals. It is a critical part of Ezra Taft Benson’s admonition to plan our financial futures early, and then live our plans. It requires you to think through what you want, determine where you are now, set goals for where you want to be, develop a plan to get you there, and then implement and revise the plan as needed.

I recommend a six-step process for putting together your Personal Financial Plan:

**Step 1: Decide What You Want**

Deciding what you want establishes what is important to you. It expresses your core values and beliefs. Think through the things you need to decide. What is truly important to you? What do you feel Heavenly Father wants you to do or be? How would you like to be remembered when you leave this life? What do you want to accomplish with your life? These are probably the most important questions you will ever ask and answer. If we can plan our lives with purpose early on, it will be so much easier to accomplish those plans.

**Step 2: Evaluate Your Financial Health**

Evaluating your financial health helps you determine where you are financially. If you don’t know where you are, how can you determine how to get to where you need to be? To evaluate your financial health, develop a balance sheet, an income statement, and a budget, and calculate your financial ratios. Determine where you are financially right now – are you financially
healthy? Are you solvent (do you have sufficient cash in your wallet or in your checking account to pay your bills)? How much debt do you have? How much are you saving each month and year?

**Step 3: Define Your Personal and Financial Goals**

Once you know what is important to you and where you are financially, it is critical to define your personal goals. You will achieve what you set your mind to, and you will accomplish the goals that are important to you.

But, the first step is to write your goals down. Attach a cost to each goal. Remember, there are more costs than just financial costs. What are the true costs of your goals in terms of time, money, and effort?

It is also important to determine potential obstacles. By identifying the obstacles early in the analysis, you increase your ability to plan for, avoid, and overcome those obstacles.

Set a date for when your goals are to be completed. In what time-frame can the goal be reasonably accomplished? Make your goals SMART: specific, measurable, achievable, reportable, and time-bound. Then, share them with others so they may hold you accountable for your goals.

**Step 4: Develop a Plan of Action**

Know what you should work on and when. Your plan should be:

- Flexible—it should be able to change as your situation in life changes.
- Liquid—it should have the ability to convert non-cash assets into cash with relative ease and without excessive costs.
- Protective—it should be able to meet unexpected large expenses without difficulty for the inevitable challenges that will come.
- Tax efficient—it should pay the government only that which is owed and not a penny more.

Think long term and consider future needs. Develop a spending plan (also called a budget), and use it wisely. Plan for big-ticket purchases, such as houses and cars. Plan for managing debt, and remember that debt is the enemy to growth. Decide now what you will go into debt for and what you will not go into debt for. Plan for insurance and protect yourself. Determine and write your Investment Plan and follow that plan. Plan for the expenses of children, including missions and education. Plan for retirement. Most importantly, plan your financial future early; then live your plan. And plan your life with purpose.
Step 5: Implement Your Plan

Once you have your plan, implement it. Use common sense and moderation in the things you do. Set wise goals and work toward them each day.

Use wisdom in your plan, and stay positive. Remember that your plan is a goal to set your sights on, not a stick to beat yourself with. Realize that detours will come, but stay on track after the detours. We all encounter detours, but good things come to those who hang in there!

Step 6: Revise Your Plan as Necessary

Revision is an important part of your plan. Remember that people and goals change—you need to account for this. Review your goals annually at a minimum, and make sure your plan still matches your goals. If necessary, fine tune your plan. Remember, your plan is etched in paper, not in stone.

Much of your plan is personal and challenging as you try to understand yourself, your family, and the things you want to accomplish. The purpose of this course is to help you identify critical areas and make important decisions.

Identify What You Want to Accomplish in Life

As an undergraduate student at Brigham Young University, I read a poem by Jessie B. Rittenhouse that had a major impact on how I felt about goals:

I bargained with Life for a Penny, and Life would pay no more,
However I begged at evening, when I counted my scanty store.
For Life is a just employer, He will give you what you ask,
But once you have set the wages, why, you must bear the task.
I worked for a menial’s hire, only to learn, dismayed,
That any wage I had asked of Life, Life would have willingly paid.

I worry that too many of us do not think about what we want to get out of life. Instead, we wander aimlessly through life and forget who we are. We set our wages too low—settling for just a single penny. Unless we make some changes, we will be disappointed with the penny we receive from life. Ezra Taft Benson said:

Every accountable child of God needs to set goals, short- and long-range goals. A man who is pressing forward to accomplish worthy goals can soon put despondency under his feet, and once a goal is accomplished, others can be set up. Some will be continuing goals. .. Now there is a lifetime goal—to walk in his steps, to perfect ourselves in every virtue as he has done, to seek his face, and to work to make our calling and election sure.

The gospel can give us wonderful direction in our lives if we will follow the teachings of Christ. Following Christ’s teachings has made all the difference in my life. His teachings have helped my family and me put our most important priorities first as we have set our major goals. The
scriptures tell us: “Be thou humble, and the Lord thy God shall lead thee by the hand, and give thee answer to thy prayers.”

We can get more out of life if we put this scripture into action. As we dedicate our lives to understanding ourselves, our goals, and our desires, and as we learn and do God’s will, He will help us understand the direction our lives should take.

Goal-setting is not easy, but it is doable. All goals have costs in terms of time, effort, or money, or a combination of the three. Time costs refer to the time you spend on your goals. For example, some goals require a certain number of hours or minutes of your day to accomplish. My second daughter, Natalie, is a runner. She has signed up for many marathons. She knows that to run a marathon takes six months of preparation. She needs time to train and get ready. She plans on spending four to six hours a week to prepare for each of her 26.2-mile runs.

Effort costs denote intermediate goals you must accomplish so you can achieve your overall goal. My wife and I have a goal to run three times a week in the morning at 5:30 a.m. To do this, we have set another goal to get to bed each evening before 9:30 p.m. so we get sufficient sleep to allow our bodies to function.

Financial costs refer to the amount of money necessary to achieve a specific goal. My son, when he was 13, wanted to get a car when he got his license. To achieve his goal of purchasing an automobile, he would need to save a specific amount of money each month for the next 36 months.

There is no difference between financial and personal goals. Financial goals are simply personal goals with a monetary cost attached.

Understand the Three Distinct Types of Goals

To best understand goals, we must look to the Master and ask: “What is God’s ultimate goal for His children?” As we read and study, His ultimate goal for us is eternal life. We all likely have a similar goal—eternal life for ourselves and our families. So we have our first and overall goal, eternal life with our families. The rest of our goals are then intermediate goals to help us to our overall goal.

A philosopher over a century ago said: “We are not human beings having a spiritual experience. We are spiritual beings having a human experience.” The key then is to keep both the spiritual and the temporal balanced in our personal and family goals.

As we think of goals, I believe there are three different types of goals we should be aware of: goals related to identity, integrity, and temporal measures. Identity goals are goals that relate to our long-term view of how we see ourselves. These goals help us be better in our long-term view of what we are and what we want to become.

- We are children of God
- We may be spouses
- We may be parents to our children
• Regardless, we must never lose sight of who we are.

Integrity goals relate to the characteristics and standards you want to achieve in the work and service you provide. These goals relate to:

• How we will work
• What we will and will not do
• Characteristics and skills we wish to attain.

We must strive to have integrity in all we do, regardless of the temptations and enticements which beset us. We must always be willing to accept responsibility for our choices and to be held accountable.

Temporal goals relate to the temporal measures of success that we hope to accomplish. These goals relate to:

• Money, title, or fame
• Influence, rank or power
• Assets, investments, or possessions.

We must be vigilant as temporal goals are generally the most visible and easily measured of our goals, and hence may be worked on more than some of the more important goals.

Understanding the different types of goals can help us to have balance in our goals. Balance is important. Temporal goals, if unchecked, might override more lasting and eternal goals of identity and integrity. They also, if not balanced, may lead to trade-offs, such as working longer hours, spending less time with family, or taking assignments inconsistent with personal values due to “extenuating circumstances.” If not careful, life can easily become an “unending stream of extenuating circumstances.”

Goals in other areas could also cause concern if not worked toward in a balanced manner.

We have been given counsel to help us in our process of setting goals. Steven Wheelwright counseled:

First, align your goals regarding your personal identity with those the Lord has for each of us as a beloved son or daughter of God, and then pursue a righteous lifestyle consistent with that identity. Second, set standards for your own efforts, endeavors and work that are consistent with the integrity exemplified in the life of our Savior. Third, seek heavenly counsel and guidance as you make choices regarding temporal goals and accomplishments. Be diligent in "seeking the Kingdom of God first," serving the one and only true master, and "laying up treasures in Heaven."

Having balance in the types of goals you set can be helpful in understanding and setting your goals.
Understand and Apply the Principles of Effective Goal-Setting

An important part of your Personal Financial Plan is to set your personal and family goals. Understanding goal-setting is one of the biggest challenges in life, and understanding how to set good goals is even more challenging. M. Russell Ballard indicated possible pitfalls of not setting goals:

I am so thoroughly convinced that if we don’t set goals in our life and learn how to master the techniques of living to reach our goals, we can reach a ripe old age and look back on our life only to see that we reached but a small part of our potential. When one learns to master the principles of setting a goal, he will then be able to make a great difference in the results he attains in this life.\(^\text{10}\)

The challenge, then, is learning to master the principles of setting goals. In my own experience, I have found the following nine principles helpful in setting realistic and effective goals—goals that will make a great difference in the results we attain in this life.

1. Strive to Learn What Heavenly Father Wants You to Do or Be

Learning what Heavenly Father would have you do or be is one of the most important tasks you will ever accomplish. John H. Groberg said:

What is your mission in life? What does God expect you to accomplish during your sojourn here upon the earth? And are you doing it? To help answer these questions, I hope the Spirit of the Lord will impress upon us all the importance of at least these three eternal truths: 1. God, our Father in Heaven, does have a specific mission for all of us to fulfill and perform while we are here upon this earth. 2. We can, here and now, in this life, discover what that mission is. 3. With his help we can fulfill that mission and know and have assurance, here and now, that we are doing that which is pleasing to him. With the help of the Spirit of the Lord we can understand these truths and move the course of our life in tune with them.\(^\text{11}\)

Finding out what He would have us do is not easy, nor does it happen in a short amount of time. But we can come to know and have God’s guidance in our lives, if we seek it. We have been promised: “Ask, and it shall be given you; seek, and ye shall find; knock, and it shall be opened unto you.”\(^\text{12}\)

I have also found that if we do what Heavenly Father wants us to do first, He will help us accomplish what we want to do, and we will do it better because we have His help.

My wife and I made this discovery as a newly married PhD student in Washington, D.C. I was attending school full-time in the afternoon and evenings, working part-time at the Capital Markets Department of the World Bank, and trying to be a good husband and father. Then, the leader of our local congregation asked me to teach seminary, an early morning scripture study class for high school students each weekday morning at 6 a.m.
I remember discussing this with my wife and thinking how easy it would be to justify declining the request to teach. But we also realized that if we wanted God’s help with my PhD program, we needed to serve where He wanted us. So we accepted the calling. I enjoyed teaching seminary, and while I filled this calling, I was able to complete the PhD program in less than three years.

2. Seek Heavenly Father’s Help in Setting Goals

God would like to help all of us understand what He would have us do. The scriptures note “Trust in the Lord with all thine heart; and lean not unto thine own understanding. In all thy ways acknowledge him, and he shall direct thy paths.”

H. Burke Peterson wrote:

Do you think for a moment that Heavenly Father would have sent one of His children to this earth by accident, without the possibility of a significant work to perform? . . . If you will let Him, I testify that our Father in Heaven will walk with you through the journey of life and inspire you to know your special purpose here.

With the Lord’s help, not only can you reach your goals, but more importantly, you will have the confidence that the goals you set are the right goals for you. We have been admonished to “counsel” with the Lord:

Counsel with the Lord in all thy doings, and he will direct thee for good; yea, when thou liest down at night lie down unto the Lord, that he may watch over you in your sleep; and when thou risest in the morning let thy heart be full of thanks unto God; and if ye do these things, ye shall be lifted up at the last day.

In order to receive Heavenly Father’s help, we must be worthy and willing to hear the promptings of the Spirit. How do we do that? The following are five steps I recommend to help you as you seek Heavenly Father’s help in setting goals:

A. Study the scriptures. The scriptures will give you both general and specific direction for which way you should go. I know that all of life’s questions can be answered through prayerful study of the scriptures. Read them daily and remember that they were written for us.

B. Seek guidance through prayer. Prayer is one of the most underused yet most incredible powers in the universe. God truly loves us and wants us to be successful. However, to receive guidance from the Lord, we must be brave enough to ask, humble enough to listen, and wise enough to act on the guidance we receive. Make prayer a part of your daily routine. “Be thou humble and the Lord thy God shall lead thee by the hand, and give thee answer to thy prayers.”

C. Read your patriarchal blessing. A patriarchal blessing is a blessing given by an ordained patriarch to LDS Church members to give guidance and help from God. It provides specific counsel for you that can benefit you throughout your life. On the subject of patriarchal blessings, Ezra Taft Benson said:
Receive a patriarchal blessing. Study it carefully and regard it as personal scripture to you—for that is what it is. A patriarchal blessing is the inspired and prophetic statement for your life’s mission together with blessings, cautions, and admonitions as the patriarch may be prompted to give . . . Receive your patriarchal blessing under the influence of fasting and prayer, and then read it regularly that you may know God’s will for you.17

What does your patriarchal blessing say you should do? What cautions does it give you? What advice does it share? Ponder these things and write them down, perhaps in a journal or notebook. I am teaching at BYU because of one line in my patriarchal blessing that admonished me to “get a doctorate.” I am extremely grateful that I followed that admonition. It has made a major difference in my life.

D. Remember fathers’ and priesthood blessings. In the scriptures, we read of fathers blessing their children and posterity (Genesis 49:28, Deuteronomy 33:1). If you haven’t received a father’s or priesthood blessing in a while and you feel it would be beneficial, ask for one from your father or a Church leader. I have received a father’s blessing every year since I was a child, up until my father passed away in 2008.

Father’s blessings and blessings from other priesthood holders have been very important in my decision-making process throughout my life. When I went back to school in 1984, I asked my father for a father’s blessing. In it, I was promised that if I lived close to the Spirit, I would be blessed with the ability to “work beyond my natural abilities.” Those words caused me to pause and think: “Since God gave me my abilities, couldn’t He help me work beyond them as well?” I tried to obey the commandments, live close to the Spirit, and work as hard as I possibly could, and I feel that blessing was realized. In fact, there has not been a day gone by since that day when I have not prayed for myself and my family to be able to “work beyond our natural abilities.”

E. Attend your church, temple, or other places of worship. Much of the inspiration we need to keep our lives on the right track can be revealed to us as we attend church and other places of worship. If you can, don’t let your education, your job, or anything else get in the way of regular church and temple attendance. Attending these places is a wonderful use of your time.

As you study the scriptures, make prayer a part of your daily routine, read your patriarchal blessing, seek father’s and priesthood blessings, and attend church and other places of worship, God will guide and help you.

3. Start with the End in Mind

When I read Stephen R. Covey’s book The 7 Habits of Highly Effective People, I particularly liked the habit “Begin with the end in mind.” Start by writing your obituary. How do you want to be remembered? Do you want to be remembered for your money and fame, or for your integrity?
Next, pretend you have only a week left to live. What would you want to do? Would it be to work more hours at the office? Would it be to buy that new car? Would it be to renew an old friendship? Would it be to finish your personal history? How would you spend that last week?

Now, pretend you have only a month to live. What would you do differently today if you knew you had only one month to live? Now pretend you have only a year to live, five years to live, and finally a life to live; write down what you would do in that time. Starting with the end in mind will help you prioritize your goals and realize what things are important to you.

4. Write Down Your Goals

As a common adage states, “A goal not written is only a wish.” Write down your goals as you think about them. What do you enjoy doing? What do you like doing with your family and friends? What makes you really love life? Write these things down and begin working on them.

I remember reading in high school about a man who wrote down 150 major goals in high school and accomplished over 130 of them during his lifetime. Each goal was carefully thought out, and through continuous review and planning, the man was able to accomplish most of his goals.

Once you have written down your goals, think and pray about them. Are they what you should be working toward? If not, revise your list and continue thinking and praying about them. Once you have a list of goals you feel good about, put fire and desire into them. You must be willing to work toward your goals, which is probably one of the most difficult things you will do.

5. Make Your Goals SMARTER

SMARTER is an acronym that may help as you strive to set effective goals.

S = Specific. Goals should be specific. They should answer the questions of who, what, where, when, and why. A general goal would be to get in shape. A specific goal would be to run three miles three times a week.

M = Measurable. Goals should be measurable. You must be able to track progress toward your goal. A non-measurable goal would be to save for retirement. A measurable goal would be to have an annuity that pays you $50,000 per year in retirement.

A = Achievable. Goals should be achievable. Achievable goals are goals that your attitudes, abilities, skills, and interests can help you accomplish.

R = Reportable. Reportable goals are goals that you can and are willing to report on each period: to yourself, to a spouse or friend, and to God.

T = Time-bound. Time-bound goals have a specific time frame. A goal is time-bound if you set a specific date it is to be achieved by. A non–time-bound goal would be to gain an education. A time-bound goal would be to earn a bachelor’s degree in four years.
E = Evaluated. In the process of goal setting, your goals should be evaluated often. You should judge the effectiveness of the goal and its impact and ability to bring you toward your higher goals often.

R = Reassess. Over time you will need to evaluate your goals and reassess the goal as your situation changes. Goals are written on paper, not in stone. As such, they need to be evaluated and reassessed periodically to make sure you are working toward where you should be working.

**6. Review Your Goals Often**

That which we remember and review often, we are more likely to accomplish. Write down your goals and review them often. I recommend that you set aside time to periodically review and update your goals on either a daily or a weekly basis. The more important the goal, the more often we should review it.

I also recommend that you write down your goals and place them where you will see them often, perhaps on the refrigerator door or bathroom mirror. The more often we are reminded of our goals, the better our chances of achieving them.

**7. Remember Your Goals Will Change**

Times change and so will you. That doesn’t mean that goal-setting is a useless or unimportant exercise—it simply means that your goals must be flexible, just like you. Keep your major goals in mind, and remember that some of them will change over time. If you always keep your major goals in mind and work toward them, you will be able to accomplish them.

**8. Set Fun Goals**

Life is too short to be serious all the time, so I make a point to set some fun goals. I want to take my whole family to China to walk 20 miles on the Great Wall of China. I want to take my family river rafting through the entire Grand Canyon (I took my wife last year). I want to take my family back to Kauai, Hawaii, for a family reunion. I want to climb Pilot Peak in Nevada. Fun goals are an important part of life.

**9. Remember, Success Is Not Measured by Achievement, but by Striving**

While goals are an important part of life, we should be careful not to make the achievement of goals our only criteria for success. Marvin J. Ashton counseled:

Set your goals—without goals you cannot measure your progress. But don’t become frustrated because there are no obvious victories. Remind yourself that striving can be more important than arriving. If you are striving for excellence—if you are trying your best day by day with the wisest use of your time and energy to reach realistic goals—you are a success.}

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**Chapter 2. Your PFP and Goals: Planning Your Life with Purpose**

Personal Finance: Another Perspective 2015-2016
Summary

The most important question you will ever ask is “What does God want me to do or become?” Answering this question is the key to setting “real” goals. If you know what He wants you to do or become and you become that, you can achieve no higher goal.

His goal is to help us to become like Him because He loves us. Remember the following counsel from the Lord as you proceed through this series: “Seek not for riches but for wisdom, and behold, the mysteries of God shall be unfolded unto you, and then shall you be made rich. Behold, he that hath eternal life is rich.”

We discussed the importance of setting goals, and the blessings that can come. We discussed the three types of goals: identity, integrity and temporal goals, and how we needed balance in our goals. We then discussed nine principles of effective goal-setting:

1. Strive to learn what God wants you to do.
2. Seek God’s help in setting goals.
3. Start with the end in mind.
4. Write down your goals.
5. Keep your goals SMARTER.
6. Review your goals often.
7. Remember your goals will change.
8. Set fun goals.
9. Remember, success is not measured by achievement, but by striving.

As you develop your Personal Financial Plan, think about your future. Think about what you want to accomplish in every aspect of your life—not just the financial aspects. Put thought and prayer into it. Write your goals out in detail and then include those goals as part of your Personal Financial Plan. While it may not seem very pertinent, determining what you want to accomplish in life will probably be one of the most important exercises you will do in this series.

Assignments

Financial Plan Assignment

Your assignment is to think through the things you want to accomplish in life. This is not a short-term assignment, and it is likely the most important part of your entire financial plan. The purpose of this assignment is to write down your goals for your future and determine where you want to be in the next day, week, month, year, or in 50 years. Thomas S. Monson stated: “When we deal in generalities, we rarely have success; but when we deal in specifics, we rarely have a failure.” Be very specific with the goals you set.

As you think through your goals, recognize that there are many different ways to organize them. You can organize them by time frame: short-term, less than one year; medium-term, more than one year and fewer than 10 years; and long-term, more than 10 years. You can organize them by
responsibility: family, work, education, church, and so on. Or you can organize them by priorities, with your highest-priority goals first.

Write about your top three goals in detail. Goals and house plans are very similar: the more detailed the house plans, the closer the completed house will be to the planned house, and likely, the better the house. Likewise, the better and more thought-out the goals, what you actually become will be much closer to what you planned to be.

Next, answer the question: What do you think God wants you to do or become? If we truly believe that Heavenly Father knows us intimately and only does what is best for us, then we can become nothing better than what He wants for us. The challenge, then, is to come to understand His will for us and to try to become that. While it often takes a lifetime to truly understand what He wants for us, we can know, through study, prayer, and hard work, some important information about the direction our lives should take.

Finally, write your obituary. What do you want to be remembered for? If we think about how we want to be remembered, we can better live our lives in that direction.

Learning Tools

The following are examples of some goals to help you set your personal goals:

2A or 2B. Complete Personal Financial Plan

This is an example of a completed Personal Financial Plan. It includes an example of goals from a student who took this course previously.

Review Materials

Terminology Review

**Action Plan.** This is your plan to accomplish our individual and family goals.

**Financial Planning.** This is the process of helping yourself and others to use their resources more wisely to achieve their personal and family goals. It should help determine where you are, where you want to be, and how you will get there.

**Goals.** These are things we would like to accomplish. They are often divided by time, i.e., short-term, in the next 12 months; medium-term, from 2-10 years; and long-term, beyond 10 years. They may also be divided by type, i.e., identity, integrity, and temporal goals. They will take effort and resources, but are things that are important to us and are what we want to accomplish.

**Identity goals.** These are goals that relate to our long-term view of who we are and how we see ourselves. These goals help us be better in our long-term view of who we are and what we want to become.
Integrity goals. Integrity goals relate to the characteristics and standards you want to achieve in the work and service you provide. These goals relate to how we will work and live, what we will and will not do, and characteristics and skills we wish to attain.

Mission Statement. This can be your individual and family purpose and passion. It can also include other things such as family mottos, family mission statements, what you stand for, etc.

Personal Financial Plan. This is a document that contains all critical areas of your personal financial life. It is your individual and personal roadmap for achieving your personal and family goals. It entails 6 steps: 1: Decide What You Want, 2: Evaluate Your Financial Health, 3: Define your Personal and Financial Goals, 4: Develop a Plan of Action, 5: Implement Your Plan, and 6: Revise Your Plan as Necessary.

Real Goals. These are goals you really want to accomplish, and are willing to work hard and seek Heavenly Father’s help in accomplishing them.

SMARTER Goals. SMARTER is an acronym for helping you as you strive to set effective goals. It is: S = specific, M = measurable, A = assignable, R = realistic, T = time-bound, E = evaluated, and R = reassessed.

Temporal goals. These are goals that relate to the temporal measures of success. It could be money, title, fame, positions at work or in industry, include influence, rank or power, or assets, investments, or possessions.

Values Statement. These are the values you will live by to help you accomplish your vision and mission.

Vision Statement. This is your vision of what it is you want to become. It is seeing or visualizing with your mind’s eye what you will be in the future.

Review Questions

1. What is the role of financial planning in your life? What can it help you achieve?
2. Why is it so important to set goals? What does setting goals help you do? Why is it important to write down your goals?
3. What is the difference between a goal and a wish?
4. What are two basic things required to complete an accurate financial plan?
5. Why is record-keeping an important part of completing an accurate financial plan?
6. What are the different costs associated with setting a goal?
7. According to M. Russell Ballard, what is one of the dangers of not setting goals?

1 “To the Elderly in the Church,” Ensign, Nov. 1989, 4, italics added.
Chapter 2. Your PFP and Goals: Planning Your Life with Purpose

5 Doctrine and Covenants 112:10.
6 Pierre Teilhard de Chardin.
9 Ibid.
12 Matthew 7:7-8.
13 Proverbs 3:5-6.
15 Alma 37:37.
16 D&C 112:10.
17 “To the ‘Youth of the Noble Birthright’,” Ensign, May 1986, 44–45.
19 Doctrine and Covenants 6:7.
20 “Seven Steps to Success with Aaronic Priesthood Youth,” Ensign, Feb. 1985, 22.