

# What's Your Big HAG?

## Where your Big Deal Energy is taking you.

Your Big Hairy Audacious Goal is the entire point of building your Big Deal Energy; it's the why behind everything you do.

Your BHAG is your destination. You can have the fanciest car in the world, but if you don't know where you're going, you're just driving in circles. I see so many people putting in the effort—they're networking, posting, showing up, but not seeing results. They're expending a ton of energy without a clear purpose.



Your BHAG is your long-term vision, about 10 years down the road, and it needs to be big and specific. Don't just say "I want to be successful..." what does that even mean? For me, it might be giving my fourth TED Talk on Big Deal Energy to a packed house, with my 14 rescue dogs waiting for me backstage - that's a specific, vivid picture. It's something I can see, feel, and work towards.

When you define your BHAG, it becomes your filter for everything: every decision, every opportunity, every time you post on LinkedIn; you ask yourself, "Does this get me closer to my BHAG?" It's what focuses your energy.

What is that big, audacious thing you want to achieve? Write it down. Make it BIG. Put it somewhere you'll see it every single day, because it's what will keep you going. Your BHAG is what turns your everyday actions into a powerful, unstoppable force.

# Define Your Big Hairy Audacious Goal (BHAG)

Write it down in a notebook, on your mirror, put it on your vision board - look at it every single day. If you could do anything, what would it be? Think big; 10 years out.

Write today's date.

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Write your age.

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Write the date 10 years from now.

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## My BHAG (10 Years Out)



**Write it like it's already happened.**

Write the number one most important goal you will have accomplished by that date?

*The more detail you add to it, the more real it becomes; you're manifesting. Next thing you know, you'll be building a vision board.*



## **Make it Visible.**

When you define your big, hairy, audacious goal, write it on your mirror or print it to stare at it every single day.

It's what you're working towards.

## Check in weekly.

- Write down an action you took in the last week that does NOT align with your BHAG.
- Write down an action you took in the last week that DOES align with your BHAG.
- Write down one thing you will change in your life to align with your BHAG.

# Why This Matters for Your Big Deal Energy

Big Deal Energy is the confidence of knowing exactly who you are, owning your quirks, and communicating being unapologetically you. Your BHAG is the destination; everything else—your vibe, your network, how you show up—is how you get there.

**OWN**  
your  
*Weird*