

2024

RESPONSIBILITY

VALUE

ROLE
MODELS

SUCCESS

GOALS MANUAL

FOCUS



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**SETTING GOALS
IS THE FIRST STEP
IN TURNING THE
INVISIBLE INTO
THE VISIBLE.
TONY ROBBINS**



FOREWORD

Hello,

I am Nick Fletcher, a Member of Parliament (MP) for a constituency in Doncaster.

I became an MP in 2019 and before this, I ran a business that employed quite a lot of people. I have, throughout my life, set goals with respect to what I want to achieve. I did the same as a businessman and I did the same to become an MP.

I have always worked very hard and never had any time off work. I have been fortunate with my health, but I have never failed to go to school or work. Why? It is because I've always wanted to get on – and I have always wanted to be in a position where I could help others and our wider community here in Doncaster.

Lazy days may seem fun but lazy people often get nowhere.

Your school is likely to have a programme that gives you the opportunity to meet successful local people and find out how they got to where they are today. You might also want to talk to successful people yourself as well – for example, people who run local businesses – seek information and ask questions when you can!

I have set out some ideas to help you make decisions and to set goals over the next few years. Ideas that helped me and I hope will help you too.

I also give you the space to take notes and to think about and take note of your own goals.

I hope you have lots of fun and are successful in all you want to achieve.

Best wishes,

Nick Fletcher MP





**SAY SOMETHING
POSITIVE, AND
YOU'LL SEE
SOMETHING
POSITIVE.
JIM THOMPSON**



HOW TO USE THIS MANUAL

Your school might have a programme which invites adults to talk to you about their jobs, careers, and businesses. You might also want to approach people yourself to talk to them about different opportunities and what they have learned.

Please use this manual to write down all you learn from these sessions. Ask lots of questions, learn as much as you can, and take lots of notes.

The goal of this is to help open your eyes as to what careers are available. Hopefully, it will help inspire you to choose a career that is right for you. Just as importantly, the adults will pass on tips and ideas and information that will help you get on in whatever you do.

Throughout this manual there are also some really good quotes for you to remember. There are also some great examples of local people who have done amazingly well. Use these to inspire you.

I was sat where you are once. It seems quite a long time ago now, but I remember having no idea what I wanted to do. Choosing GCSE options at 13/14 can seem a very hard thing to do especially when you don't know which career path you may choose.

I chose the broadest spectrum I could, so as not to rule out anything. Don't worry, as you get older you will get a sense of where you want to go.

One thing will always remain. The harder you try, the more you will achieve and the more choices you will have in front of you.

This manual is here to help you choose your path. It is designed to help you get into the habit of learning from others, finding and making note of valuable tips, and setting goals. I believe in writing down what we want to do. And telling our friends our dreams is one way to achieve success. They may laugh but laugh with them and let them hold you to account.

Now we don't go from choosing our GCSEs to becoming a rocket scientist overnight. We have to write down the stages, sort of like mini goals. Some say it's like climbing a ladder; one rung at a time. If we try to skip a rung, it's a lot harder to get to the next one. And if they are too close together, it can take too long. We should set realistic mini goals to achieve our final goal.

So let us make a start. Our first goal is to set a goal and hopefully over the coming year this manual can help you do this.

You will see some great people and hopefully have lots of fun.



**A GOAL IS NOT
ALWAYS MEANT
TO BE REACHED, IT
OFTEN SERVES AS
SOMETHING
SIMPLY TO AIM AT.
BRUCE LEE**



LISTENING TO AND LEARNING FROM SPEAKERS

They will have given up their time to speak with you, so make the most of it.

Ask them whatever questions you need to. There are no silly questions. If it is a career you are not interested in, that doesn't matter.

Their journey and their desire to reach their goals can be sometimes more interesting and more inspiring than the career itself. So take notes.

Ask how they got there, what challenges they had, what went really well, what went badly wrong?

Are they still on their journey? Did they set goals? Did they change them and re-set them?

Did they know what they wanted to do at your age? When did they work it out?

You will get many different answers and there will be no wrong ones; just a series of different choices that people have made and their outcome.

So, listen carefully and remember, a wise person learns from their mistakes, but a wiser person also learns from someone else's, and the people in front of you will have surely made a few.





**BELIEVE YOU
CAN AND YOU'RE
HALFWAY
THERE.
THEODORE
ROOSEVELT**



CREATING GOALS FOR YOURSELF

What are your goals? Most people your age won't have a final clear goal. But practice thinking about your goals and setting goals.

Try to write a goal down in this manual that you would like to achieve over the coming year. Then write down the smaller goals you would need to achieve along the way.

Set out to reach these goals and celebrate each mini goal on the journey. It's important that you do. Write down how you are going to celebrate reaching goals and mini-goals - and who with.

It's great to have a friend, a brother or sister, mum or dad, to celebrate with.

But, also to speak with when you have failed too. And there will be times when you will and when you need to re-set goals.

But never, ever, give up. Dust yourself off and start again.





**THE NEXT
CHOICE IS THE
MOST
IMPORTANT
CHOICE.
GEORGE
WELLS**



YOUR FUTURE

Do you have some ideas for your future career? Whatever your path for the future there is no doubt that doing well at school and in your GCSEs will help you get there.

GCSEs. Do the best you can in your GCSEs. Maths and English are important; it will be harder to achieve your goals without them.

The more you focus on enjoying each subject and learning about it, the easier GCSEs and your concentration will be.

The harder you work, the better the grades, and the more choices you will have.

A levels or a level 3 qualification may be the next goal – or an apprenticeship, a degree, or straight out into the world with a real job.

Each of these are worthy goals. Split them to smaller goals year by year and subject by subject. 1st year, 2nd year etc.

Setting smaller goals – and celebrating them - makes this all seem more achievable.





**THE BEST TIME
TO PLANT A
TREE WAS 20
YEARS AGO.
THE SECOND
BEST TIME IS
NOW.
CHINESE
PROVERB**



UNIVERSITY, APPRENTICESHIP, JOB – ALL CHOICES

University for some careers is a must, doctors, scientists, lawyers, dentists, and teachers. All are easy examples of what you need a degree for.

Electricians, plumbers, joiners - all easy examples of what a traditional apprenticeship can look like.

Jobs such as a warehouse worker, shop assistant, telesales, are examples where once you are old enough, you can probably get a little training on the job and earn a basic income.

But these days, most jobs require some level of qualification. Apprenticeships come in all shapes. And there are T-level courses at sixth form colleges for a myriad of different jobs and opportunities.

You need to be careful and think carefully about what you want to choose. A degree for some people is no doubt the best path but it comes at a cost and quitting can be an expensive mistake. So be sure. You can end up with a great qualification and a fantastic career but when you finish a degree you will finish with a large debt which will need to be paid back. So, make sure it's worth it and the right choice.

Apprenticeships are great. You actually get paid to learn. You start off on a relatively low pay but eventually will be skilled with a good pay packet each week and no debt.

Going straight into a job can be great and a quick way for young people to earn relatively decent money. But if there is no real training or transferable skills that you learn on the job, your pay is unlikely to reach the level of a person with a good trade/ skill, qualifications, or someone with a degree. So be careful here and remember you are only young once. Aim for something where you can see that there is training and there are different opportunities that open out in front of you.

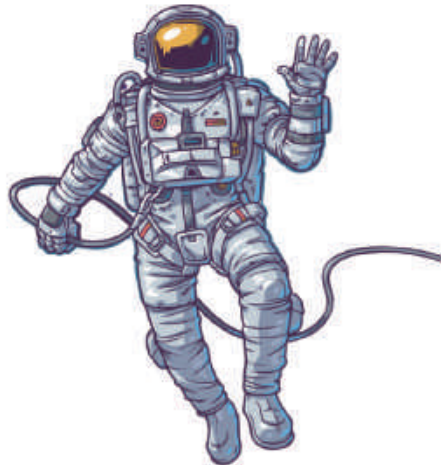
Training when you have left home can be difficult. Learning while still at home when you don't need much money is a lot easier. So don't miss your best time to learn; it is now when you're young. So choose now to set yourself up well, for your future.

Whatever you do, try, and do something you enjoy. Learning and earning is so much better when you are having fun. Choose your path carefully and plan to add value to yourself at every step. Why go to work for £10/hr when you can see a path to earning £20/hr by adding value to yourself. Lots of people invest in stocks and shares but the best thing to invest in is you.





**SHOOT FOR THE
MOON. EVEN IF
YOU MISS,
YOU'LL LAND
AMONG THE
STARS.
NORMAN
VINCENT PEALE**



JOB APPLICATIONS

At some point you will need to apply for a job. This may be a part time job to help pay your way through university. It might be your dream job. It might be just that you need the money and the experience now. Treat all the same.

Always give it your best shot. If you are only half interested in what you are doing, your employer may only be half interested in helping you. Give 100% every time.

Write to as many organisations as possible. Remember you have to be able to travel to these organisations if you are accepted, so the closer to home the better.

When you write to them make sure your CV stands out. Maybe a photo, maybe some colour, maybe a hard copy 'bound' with a cover page.

Highlight everything you've done, in school and out of school. Everything is important, no matter how small.

Many job applications are online these days. Portals are frequently used by large organisations.

However, there are many many smaller businesses out there who do not use online methods to recruit staff. Small businesses are always recruiting. Handwritten letters to these companies, in a digital world, stand out. Of course you can email too but as an employer in the past, I always answered a hand written letter.

And don't just write once, write lots of times until you get an answer. Persistence always wins, so keep on trying.





**SUCCESS IS NOT
FINAL, FAILURE IS
NOT FATAL: IT IS
THE COURAGE
TO CONTINUE
THAT COUNTS.
SIR WINSTON
CHURCHILL**



JOB INTERVIEW

Make sure you have researched the business. Managers especially in smaller firms are proud of their business and if you have taken time to find out about them, that shows you are interested and have shown initiative.

Always arrive at a job interview early. Always dress as smartly as possible. If you have a suit wear it. If you don't, wear your school uniform. Always be over-dressed rather than under-dressed.

You'll probably be sitting at a manager's desk, don't lean on their desk or put anything on it without asking first. Sit up straight and speak clearly.

You may get asked; "why should I employ you?"- make sure you have a good answer to this question.

Never over-promise, but you must sell yourself, this will be your one and only chance at this particular job.

Take a note pad and a pen and have some written questions to ask. Two will usually be enough but more is always better.

Put your phone in your pocket and make sure it's on silent.

When you leave, thank the manager for their time and do ask when you will find out if you have been successful or not. If you haven't heard when they said they would let you know, give them a call. If you have not been successful, ask why? You may be upset but be polite and ask why. We've all been unfortunate at some point but that's life. As always, we have to learn from our mistakes and carry on. This will help you for next time and the next opportunity.





**YOU NEVER FAIL
UNTIL YOU STOP
TRYING.
ALBERT EINSTEIN**



GETTING STARTED - ADVICE AND IDEAS

All work experience helps!

Stacking shelves at a supermarket will not spoil your chances of getting your job in marketing with your hard-earned degree.

It proves you want to work, it proves you can turn up every day, it proves you're reliable, and it proves you are willing. You will also learn a lot about people and about how businesses work.

Trust me on this one. Two people going for the same job with the same qualifications, but one is sitting at home waiting for the dream job and the other is working. The one that is working would get my vote every time.





**EVEN IF I DON'T
REACH ALL MY
GOALS, I'VE
GONE HIGHER
THAN I WOULD
HAVE IF I HADN'T
SET ANY.
DANIELLE
FOTOPOULIS**



Whether at work or in the classroom, work hard.

In the classroom always arrive early and do more than is asked of you.

In work, always arrive 10 minutes early, leave 10 minutes late, and work 10% harder than everyone else.

You may not like your boss; you may not like your teacher; but that's life. You do your best, all the time.

And if you get a poor boss, keep working hard while you look for another job.

It's always easier to find work, while you're in work rather than out of work.

So, keep working, work hard, and keep to your goals.



Ask for help

Always ask for help - we are all learning.

A good friend of mine in his fifties said to me 'every day is a school day'. What he means is we are always learning, and he is right.

I am in quite a responsible job, but I can't know everything, so I ask all the time and I learn so much. There is always someone to ask and we have the internet now too and Google knows quite a lot.

So don't be stuck. You won't get to the next rung on your ladder without asking.

Clever people ask, the ones stuck on the bottom rung don't.





**NO ACT OF
KINDNESS, NO
MATTER HOW
SMALL, IS EVER
WASTED.
AESOP**



Pay, earning more money, and taxes!

Money does not grow on trees. The reason why we have schools and hospitals, roads and street lights, is because millions and millions of our fellow citizens work hard for themselves and their families – and then pay some of their earnings in taxes to the government. The harder we all work, the more taxes we can all pay, the better our state services will be.

The same logic applies to earning our own money. Millions of businesses, large and small, strive to earn money by selling goods and services. They only make money by selling things that other people want. So businesses only thrive if they can identify what other people want or need; and then make those things and sell them to people. This creates a win-win – people's needs are met and businesses earn money.

The same logic applies to employees. Businesses need employees to help deliver those goods and services. They need employees with the necessary skills and who work hard. So we all thrive when we have the skills and we can do the work that businesses need. The better your skills and the harder you work, the more you help the business and the more it can pay you.

So, develop valuable skills that other people want. Apply those skills and work hard to help to create things that other people want. You will be rewarded for yourself and your family. You will contribute to wider society via the taxes you pay to help keep all our valuable services up and running.





**DO WHAT YOU
LOVE, LOVE
WHAT YOU DO,
AND WITH ALL
YOUR HEART
GIVE YOURSELF
TO IT.
ROY T. BENNETT**



OUR VALUE

We all have value though we may not always see it. But we do.

If you're in a team, it can be easy to see. If you look after a younger brother, sister, or an elderly parent you can see your value. Sometimes you might not want to see your own value – but you have it – you bring something into the world that is unique to you.

In paid work and in the workplace it can be easy to see our value as it reaps financial rewards.

But work that is not paid has value too. All the work that goes in to a home; raising children; looking after relatives and those in need. Helping to maintain voluntary clubs and churches. All kinds of volunteering. Our communities would not survive without all of this – so remember all this work has so much value.

And so does each of us as an individual. Try to see that in others and in yourself.





**YOU CAN HAVE A
BLACK BELT, OR
YOU CAN HAVE
EXCUSES - BUT
YOU CAN'T HAVE
BOTH.**



CONCLUSION

Everyone who has helped with this booklet has worked hard. They all started where you are sitting now.

They all started with a low paid job, they will all have found it hard, they will have wanted to give up, and they will all have made mistakes.

However, they will also have strived to be reliable. To go that extra mile. Always said yes to training and opportunities. And always tried to add a great value to families, friends, and society.

A great education, good guidance, being on the right path, setting the right goals and never ever giving up will not 100% guarantee you a trouble-free life.

But it will 100% give you a better chance of a better life. Remember, say to yourself 'I can and I will' and you won't go far wrong. Good luck!





**NEVER LET
THINGS YOU
CAN'T DO, STOP
YOU FROM DOING
WHAT YOU CAN.
RONALD REAGAN**



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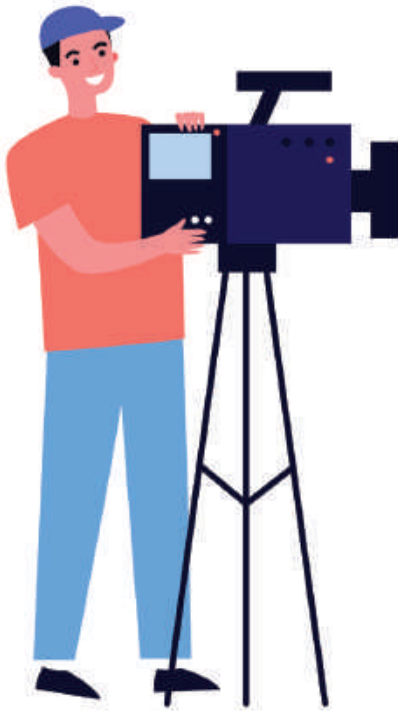


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TESTIMONIES





Natasha Kaplinsky, Newsreader

"I had always wanted to work as a News Anchor growing up but not coming from a media family or knowing anyone who worked in the business I didn't know where to start.

I decided to begin at the bottom and so after completing an English degree I enrolled on a touch-typing course which allowed me to enter the BBC in a junior position. From there I moved around the corporation and took every opportunity that was given to me to get as much experience and exposure as possible. At that time in my life, I made a lot of tea!

Breaking into presenting was not easy but I never took no for an answer. I used every setback to make me more determined to succeed. Now as I look back at my career there are so many highlights, I don't know where to begin. Being the first ever winner of Strictly Come Dancing is one of them – as is hosting the news on Sky, ITV, Five and the BBC.

My motto has always been, "when the going gets tough, the tough get going". It has guided me through challenging times in my personal life as well as throughout my career. If you want something enough – the only person who will stop you reaching your goal is yourself. So, aim for your star and hold onto your dreams!"

Every best wish, Natasha



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CHIEF SUPERINTENDENT MEL PALIN

For as long as I can remember, I wanted to join the police. I used to see police cars and officers on patrol and think 'that's what I want to do'. None of my family had been in the police.

I worked hard at school and went to university, joining South Yorkshire Police when I was 21.

What people don't realise is how many different types of jobs there are when you join the police. I have worked in patrol policing, investigated murders as a detective, worked on events like the Olympics, led officers dealing with shootings and stabbings, and also worked with our police horses and dogs.

Once you join, you see how many opportunities there are. Looking after people and keeping people safe is a great feeling, especially when it's helping people where you live. When you join the police, you join a family.

The police go through good times together, but we also face really difficult things, and that is when we really look out for each other. Unless you're good enough to be a premiership footballer, being a police officer is the best job in the world.

After 29 years of service, I hope you can believe me!

I always believe that if you don't write it down then it will not happen. As you get older you tend to write down the things that are important and might forget. That is why we write down goals, so we know where we are heading and so we don't forget.

This is so important; goals can take a long time to achieve so if we write them down and put them somewhere we can see every day we will never forget what we are aiming for. We should tell people too, don't be embarrassed. If it's what you want to do then why shouldn't you tell the world?

The best thing about telling people is that they will remind you and keep you on track. So, whether it's a hairdresser, a pilot, a chef or an actor, write it down and tell the world. And I can assure you you're already halfway there.

Mel



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Dave Austin, CEO British Board of Film Classification

Growing up in Dudley I loved going to the cinema. And I was fascinated by the black card at the beginning of the film. What was the BBFC and how did it decide what was a U or PG?

Beyond thinking that it would be a great job to watch films, I didn't think much more of it.

After finishing university, I joined the Diplomatic Service, spending time abroad, representing the UK. But after years living out of a suitcase, I wanted a change and saw a job advert for the BBFC; my childhood fascination came flooding back. So, I applied and joined the BBFC as an Examiner watching films and videos, recommending age ratings and content advice for each one.

Six years ago, I applied to be Chief Executive. I can't imagine a better job, and one that helps families across the UK choose what to watch.

By dreaming big and setting goals I believe you can achieve great things.

Dave



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Ellie Hunneyball, T-Group Manager

My name is Ellie Hunneyball and I joined South Yorkshire Fire and Rescue in 2007.

My interest in joining the Fire Service started in the third year of my Forensic Science Degree at Lincoln University – a course I selected as I wanted to pursue a career in Crime Scene Investigation.

An East Midland Fire Investigation dog handler (Dave Coss) did a series of lectures on fire, arson and explosives and I decided that THAT was what I wanted to do instead. I asked Dave how I could pursue this as a career, and he told me that I would need to join the fire service.

Dave offered to take me to a few incidents with him and his dog Fudge during the summer holidays and I jumped at the chance. He took me to a pub fire, a house fire and an industrial unit fire!

At the same time, I applied to fire services all over the country and was unsuccessful at application stage with a couple, and then failed at the practical tests with another – I didn't have the strength required to complete the equipment shuttle run in time.

So, I bought a set of weights from Argos and spent the next few months running up and down my drive in a pair of wellies and gardening gloves carrying weights to replicate the test.

A few months later, I passed the practical test at South Yorkshire Fire and Rescue (with time to spare!!) and passed all of the following phases of recruitment.

I have been a fire investigator for the last 5 years and was lucky enough to work with Dave Coss at a couple of Fire Investigation Incidents before he retired.

My advice to anyone pursuing their dream job is "if at first you don't succeed, try and try again" or "get your wellies and gardening gloves on and keep going!"

Good luck!"

Ellie



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Teresa Glynn - Businesswoman

Growing up and going to a comprehensive school in Balby, Doncaster, I quickly learnt to become streetwise.

I never particularly enjoyed school, but I understood the value of money, not having much; and that the only way I could buy what I wanted was to show up, work hard and do what you promised.

I had a car washing job at 8 years old. I then walked around the town centre asking at every shop until Freeman Hardy Willis (shoe shop) gave me a Saturday job. By my A levels, I had three jobs. If you want something enough, don't give up or take no as an answer.

Getting to university wasn't easy, however I had ultimate faith in myself and knew I could make anything work, and if I wanted to open doors, I needed that degree.

After finishing university, I started my own business in 1996, employing over 100 people in Doncaster, until I sold the same in 2020. Although I still run businesses in Doncaster.

Values have been important to me my whole personal and working life. If I were to pinpoint "the secret to my success" I believe keeping true to my values in everything I do.

I have also brought my children up to respect these values:

- Work hard and be committed- always do more than is expected.
- Always do what you promise - keeping to your word-100% - be reliable/consistent.
- Treat others how you want to be treated.
- Be a team player - I've never asked someone else to do a task I'm not prepared to do.
- Smile - even in the bad times, as they won't last.
- Accept that you will Fail - we all have to deal with it. "FAIL - First Attempt In Learning" - the key is not to repeat the same mistake.
- Don't allow FEAR to control you - False Evidence that Appears Real.

STAY ON TRACK AND BELIEVE IN YOURSELF.

I wish you all the best in future. Teresa Glynn



NOTES





Steve Plater, Champion Motorcycle Racer

Leaving school aged 15 I pursued a career in construction and bricklaying for 10 years.

All my younger years my passion had been motorcycle racing, firstly grass / track / speedway helping my father's friends who raced as amateurs.

Cleaning their bikes & filling with fuel in between spectating, this earned me free entry to events. I dabbled with speedway as a 15-year-old but this proved too expensive, so I sold my bike & concentrated on a bricklaying apprenticeship.

Over the next 10 years I worked very hard in construction earning enough money to buy a 1100cc sports road bike giving me the chance to ride on roads with friends and take on circuit. From my very first taste of track riding the racing passion only grew stronger, making me work even harder to earn enough money, buying my first race and bike winning first time out.

Working all week laying bricks & racing at weekends takes its toll & certainly soaks up any spare cash. Help from friends in preparation and at the races helped make a name for myself. I turned professional three years later racing for Honda.

Many hurdles have been thrown at me over the years, some bad luck and some my own fault learning the hard way with many broken bones, operations and even waking up on the side of a circuit with no feeling from the neck down.... luckily recovering.

However, my achievements include 3 x British Champion, 2nd in the World twice, and International pure road racing.

I have won Isle of Man-TT races x2, Northwest200 winner x8 & Macau GP x 2.

Never lose focus on your goals; always listen to advice; you never stop learning, be always professional and respect all... your day will come!

Steve



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nickfletcher.org.uk



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