

1979

So, Why Do 3% of Harvard MBAs Make Ten Times as Much as the Other 97% Combined ?

The answer is a simple question: “Have you set clear, written goals for your future and made plans to accomplish them?” In 1979, interviewers asked new graduates from the Harvard’s MBA Program and found that :

- 84% had no specific goals at all
- 13% had goals but they were not committed to paper
- 3% had clear, written goals and plans to accomplish them

In 1989, the interviewers again interviewed the graduates of that class. You can guess the results:

- The 13% of the class who had goals were earning, on average, twice as much as the 84 percent who had no goals at all.
- Even more staggering – the three percent who had clear, written goals were earning, on average, ten times as much as the other 97 percent put together.

(Source: from the book What They Don’t Teach You in the Harvard Business School, by Mark McCormack)

One Final Note – Taking the Time To Write Down Your Goals

Finally, I wrote this because I was discussing writing down goals with a friend, who didn’t think it was worth the effort. In our back and forth discussion, I told him all the above, and his response was – “I can’t write down my goals – I have so many, and I don’t have enough time.”

My response?

If you don’t have time to write down your goals, where are you going to find the time to accomplish them?