

Iconic Strategies Hosts Seminar in Norwich on 'Dreaming Big'

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Managing director [Simon Reynolds](#) hosted a seminar at [Iconic Strategies](#) in Norwich to encourage goal-setting through 'dreaming big'.

The seminar was held on Saturday 8th February and was attended by 20 of Norwich's aspiring entrepreneurs and self-starters. The theme of the seminar was 'Achieving Success through Thinking Big' and covered points on visualising success, goal-setting, and creating action. Iconic Strategies managing director Simon Reynolds explains his decision on the seminar topic: "I feel that it is important to express dreams and aspirations., however 'crazy' they might seem. This seminar was designed to encourage individuals to think big, and most importantly to provide them the tools to set realistic and achievable goals in order to reach those aspirations."

Iconic Strategies' seminar was inspired by business literature including Harv T. Eker's 'Secrets of the Millionaire Mind' and Napoleon Hill's 'Think and Grow Rich'. "There is obviously a business slant to all of these, but the principles outlined apply to success in any area of life," says Simon Reynolds, managing director of Iconic Strategies. "One of the principles outlined in the books is that big goals lead to above-average results, but setting average goals will lead to below-average results. This is why I felt the seminar was important, because I think particularly in the UK we tend not to promote our goals and aspirations so much."

Iconic Strategies' 'Dreaming Big' seminar was concerned with following-up big ambitions with practical goals and actions. The seminar started with the participants outlining what they wanted to achieve in the next five years, and then breaking this down into yearly milestones. For the first year, they then set monthly targets which had to be specific, measurable and achievable within the timeframe. The key, Simon Reynolds attested, is to focus the smaller goals on actions and processes rather than results, in order to retain motivation and allow for continuous development. This is a view shared by Entrepreneur.com, which advocates focusing on the daily 'systems' which will allow the individual to achieve that goal. "The difficulty that people often face when thinking big, and why I think a lot of people give up on their dreams, is because setting yourself a big target without putting the right goals and systems in place will inevitably mean you miss your target, which leads to a feeling of failure and disillusionment. However by putting in place a series of small achievable actions you feel a sense of accomplishment after every mini-goal that you hit, which is great for building confidence and allowing you to see progression towards your end goal," says Simon Reynolds, managing director of Iconic Strategies.

The 'Dreaming Big' seminar was deemed a success by Iconic Strategies, and the event allowed an informal networking session to follow the goal-setting activities where budding entrepreneurs had the opportunity to connect with each other and gain valuable contacts.

Iconic Strategies is an outsourced event-based sales and marketing company in Norwich, East Anglia.

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T. -----

E. info@iconicstrategies.co.uk

W. <https://www.iconicstrategies.co.uk/>

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