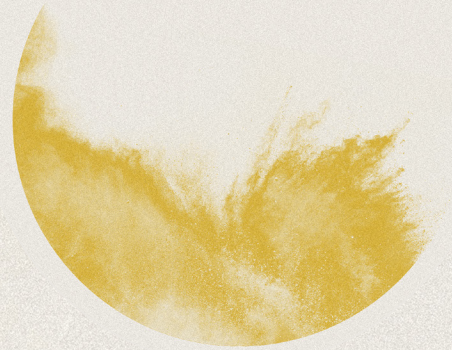


Goal-Setting SECRETS

NEW SCIENCE-BACKED STRATEGIES
FOR EFFORTLESS GOALS



As a high achiever, you're probably already thinking about goals for the coming year. New Year's is the perfect time to initiate life-transforming change. That may be why some 188.9 million Americans (74 percent of the population) said they intended to change for the better in the coming year.

Yet if the past is the best predictor of the future, we know few of them succeeded. Studies consistently show that some 80 to 92 percent of people fail to follow through on those good intentions. You've probably been among them at some point. It's frustrating to begin the year with big goals only to find them unraveling in just a few weeks.

It doesn't have to be that way.

Researchers have found that simply by changing the way we formulate goals, we can increase the likelihood of achievement by more than 77 percent.

These are simple things you can do right now to ensure dramatically better results this year than last.

Based on years of studying goals and goal achievement, we've identified four science-backed strategies that will supercharge your goal achievement. Implement these strategies today and hold on for explosive growth over the next 12 months.

Make Your Goals SPECIFIC

Most goals fail for a simple reason: they're mere *wishes*, not true *goals*.

Here's the difference. A wish is a vague aspiration like "get healthy" or "make more money" or "fall in love." A goal, on the other hand, is a specific, actionable intention. It's something you can do.

A study out of Duke University a few years back found that people with more specific goals gained more momentum and grew in motivation as they progressed, while people with less specific goals had the opposite tendency. They lost steam along the way and reported a decline in motivation, even when they made some progress.

So the trick is to sharpen your expectations for the coming year into specific goals that you can do something about.

For example, rather than hoping to "make more money," set a specific goal like "Increase my gross income by 15 percent." Don't wish to "get in shape." Make a goal to "Exercise for 30 minutes four times per week."

Specific goals work because they lead to action.

**SPECIFICALLY, WHAT ARE THE TOP THREE THINGS
YOU WANT TO ACCOMPLISH IN THE COMING YEAR?**

01

02

03

USE TIME KEYS

Not Willpower

Any goal worthy of attention will move us well beyond our comfort zone and require sustained effort, usually over several weeks or months. You can't complete a Spanish language course in one afternoon, or train for and compete in a mini-marathon in a week.

The more challenging a goal is, the more likely we are to fail. That's because we rely primarily on willpower for goal achievement. We may begin with a burst of energy and determination, but that quickly fades. Why? Because willpower is a limited resource.

Roy Baumeister was one of the first to demonstrate that in a landmark study conducted in 1998. Baumeister brought subjects into a room filled with the smell of fresh-baked cookies. There was also a table with a bowl of radishes and a plate of cookies. Some subjects were invited to eat cookies while others were directed to the radishes. Then they were given half an hour to complete a difficult puzzle.

The study found that people who had eaten the cookies kept working on the puzzle for an average of 19 minutes. However, those who had eaten radishes (which meant resisting the cookies) gave up after only eight minutes. They'd used up their willpower to avoid the cookies and therefore had less self-discipline for concentrating on the puzzle.

Willpower gets you off to a strong start, which explains why fitness centers are brimming in the first week of January. However, maintaining that level of self-discipline is taxing. Makers of the Strava fitness app documented that when they analyzed data from 31.5 million fitness activities in the first 31 days of the year. They saw a huge drop in activity on January 12. They concluded that the second Friday of January is the biggest dropout day for those who make fitness goals. That's less than two weeks into the year! Willpower simply doesn't last.

That's why the most successful goal achievers ignore it.
They rely on time keys instead.

A time key is a tie between your intended action and a particular point in time. That might be a day of the week, a time of day, or a time relative to another event such as a meal. Here's how it works.

Say your goal is to exercise three times a week. Rather than relying on willpower to force yourself off the couch, key your workouts to a specific time. You might write that into your goal, like this: "Walk with Katherine at 6:00 a.m. every Monday, Wednesday, and Friday for six weeks."

Perhaps you want to write a book. You might key your writing to another activity, such as "Write for 30 minutes after breakfast every weekday," or "Write for an hour after dropping the kids off at school."

Willpower will get you in the saddle, but it won't keep you there.

Time keys ensure steady progress without relying on willpower.

WHAT WILL BE YOUR TIME KEY FOR EACH OF THE INTENTIONS YOU'VE STATED?

For a habit goal, this should specify the time when you will do the action and the duration of the habit. For an achievement goal, your time keys will be the start and completion dates.

CONNECT *with your* WHY

A written goal states what you want to achieve, and that's important. But there's another vital component of goal construction: your why.

To achieve any goal, especially one that requires sustained effort, you must get crystal clear on your motivation.

Otherwise, as one study put it, "the infusion of goals with energy may be distressingly temporary." In other words, you simply won't stick with a goal that doesn't resonate with your deepest desires. Your why keeps you going through the messy middle between implementation and achievement.

Another study found, "If individuals strive with more autonomous motives, they will be better equipped to overcome challenges in goal achievement." That means your why must be personal. You probably won't stick with a goal that's important to your boss, your spouse, or others but not to you.

To connect with your why, approach it on two levels. First, connect intellectually. It's important to have cognitive buy-in to your motivation. That might come from some research you've done or an argument you find compelling. You must be convinced that this goal matters.

Second, connect emotionally. You must feel the necessity of your goal. Anticipate what it would feel like to achieve that goal. And, conversely, allow yourself to feel what it would be like if you missed that goal. Emotional connection to your goal is vitally important.

When researchers at New Mexico State University tried to figure out why people like to exercise, they kept on coming back to the influence of emotional connection. Nine out of 10 in one group said they exercised because they expected to feel good afterward. Seven out of ten of another group said they did it because of the sense of accomplishment they got.

Here's a simple way to connect with your why. First, list your motivates for undertaking this goal. Don't put them in any order. Just jot them down as they come to you. Be sure to consider both intellectual and emotional motivations.

Next, prioritize the list. Rank your motivations in order of importance. Zero in on what matters most to you. You can either rewrite the list or note the rank beside each item.

Finally, write your top three motivations wherever you keep your written goal. Keep them together so you'll see your motivation often. If you're using the Full Focus Planner, there's a space for this on each Goal Detail page.

**WHY DO YOU WANT TO ACHIEVE THESE GOALS? LIST YOUR
TOP THREE MOTIVATIONS FOR EACH GOAL IN THE SPACE BELOW.**

WRITE YOUR GOALS

You might have heard of the very famous Harvard MBA goal study conducted in 1953. Three percent of the graduating class had written goals. Researchers tracked these students for thirty years, and then in 1983 they caught up with them. They discovered that the 3 percent who had the written goals were earning 10 times as much as the rest of the class combined.

It's a great story. Except it didn't happen. It's been debunked by several people including Sid Savara at Yale University.

You might be tempted to think, "Well you don't need to write down your goals, there's no use to it, there's no validity to it." But you'd be wrong. Dr. Gail Matthews, a professor of psychology at Dominican University did her own goal study. She tracked 267 participants over a couple of years. She discovered, among other things, that

you have a 42 percent greater chance of achieving your goals
merely by the act of writing them down.

Even if you don't have action plans, even if you never review them, simply writing your goals increases the likelihood of achieving them by 42 percent.

That's why we include space for writing your goals at the very beginning of our Full Focus Planner. You're far more likely to achieve a goal if you commit it to writing.

The start of a New Year is exciting because it's filled with possibility. Now is the time to imagine what your life, your health, your home, family, and business will look like in 12 months. And when you put proven goal-formulation techniques to work, it will happen. Use these simple strategies, and make this year your best ever!

If you'd like to learn more about setting goals that actually work, join our free training this December, **Become Your Best in 2023: 7-Steps to the Life You Want.**

You'll come away inspired and equipped to set and reach your goals in the new year.

Go to training.fullfocus.co/design to reserve your seat.