

3 Simple Steps to Sticky Goals

From Simple to SMART

Step 1: Dream Big

Take 10-20 minutes, close your eyes and ask yourself “What do I want? What is my dream? “It doesn’t have to be practical or logical, give yourself permission to dream BIG. I like to either sit and meditate on this or go for a walk with the question in mind.

Journal: Write down what came to your mind. What is your dream?

Step 2: Define your Goal?

Keeping your dream in mind write down 3 general goals (limit this to only 3 for now) then take each one through the SMART process below to transform them from simple to smart. Remember, a SMART goal is more likely to be successful.

Transform your goal: Simple to SMART

One of my favorite quotes by Albert Einstein sums it up: **“You can’t do the same thing over and over again and expect different results. That’s insanity”** says Albert Einstein. I agree, both from experience and science.

Take each of your 3 general goals through the following process to refine them.

S – Specific: I think this by far is the most important step in goal setting because it defines the goal. Answer the 5w’s below to take your goal from general to specific.

Who: Who is involved?

What: What do I want to accomplish?

Where: Identify a location.

When: Establish a time frame.

Which: Identify requirements and constraints.

Why: List specific reasons, purpose or benefits of accomplishing the goal.

Have your goal be like an instruction telling you what to do. **EXAMPLE:** A general goal would be, “Get in shape.” But a specific goal would be, “Join a Crossfit gym and work out 5 times a week after work on Mon-Thursday and first thing in the morning on Saturday.”

M – Measurable: If you don't know where you started or where you are going you won't know if you have gotten there.

Measurement is key. I suggest keeping a journal. To determine if your goal is measurable answer these questions for your goal:

How much?

How many?

How will I know when it is accomplished?

Produce evidence for your progress. If your goal is to “reduce stress” create a stress measure for yourself like the number of times you get upset every day. Keep a log and record each stressful reaction.

A – Attainable: If it looks like a duck, walks like a duck and talks like a duck then it's a duck!

When YOU set your goals and identify the goals that are most important to you, you begin to figure out ways to make them come true. You develop the attitudes, abilities, skills and financial capacity to reach them. You begin seeing previously overlooked opportunities to bring yourself closer to the achievement of your goals. You begin to look and feel like having achieved that goal and therefore do.

Your goal should be meaningful to you. It should be set by you, not someone else.

The goal should be inspiring enough that it motivates you to success. If you are not determined to meet your goal, obstacles will be very difficult to overcome.

If your doctor says, “lose weight” and your wife says, “lose weight” but you are not inspired by this, find another goal that also improves your health like playing golf or hiking.

Have integrity around your goals, recognize that no one is perfect and there are going to be difficult times that may make sticking to your goal challenging, rather than beating yourself up for falling off the goal, get back on!

R – Realistic: Keep it real! Set a goal that you are both willing and able to work to work towards.

Your goal is probably realistic if you truly believe that it can be accomplished. Also ask yourself if you have ever done anything similar, for example have you ever been at your goal weight before in your life.

Goals should be ambitious, but not impossible. Do not set yourself up for failure.

Goals can be high and realistic. Remember it's okay to go big! High goals are more often achieved because there is higher motivation

T – Time: We are a time-based society and doing something for time gets us moving real quick! Use your time wisely.

When will you finish your goal? Choose a time frame that is realistic and ambitious.

Saying “I will lose 20 pounds in 3 months” is good, but saying “I will lose an average of 2 pounds every week for 10 weeks” is better.

Step 3: Write your goal down

In this day and age asking someone to take a pen to paper is unheard of, but there's something to be said for the thinking, writing, seeing, and saying that commits what you writing to memory. So for the purpose of this exercise physically **WRITE** your goals in a journal (you can add them to your online filing system later).

Finish the following sentence template:

I will **[your goal here]** by **[how you will do the goal]**. I will know I am making progress because **[how you will measure the goal]** **[time goes here]**.

For example: I will lose 20 pounds by increasing my exercise to 4 times a week and cutting back on sugar and portion size. I will know I am making progress because I will lose 2 pounds a week for ten weeks.

Journal: Write out your 3 SMART Goals

Goal 1:

Goal 2:

Goal 3: