

# 4WRD Goal Setting



Unlock the power of goal-setting!



# Today's **Session**

**Goals without direction are just dreams.**

- Goal-setting statistics
- What is goal-setting?
- Goal-setting benefits
- Goal setting by the numbers
- How to achieve your goals
- Benefits and tips for goal success!



# Did you set a New Year's resolution?

- 45% of Americans make New Year's Resolutions
- 17% of Americans "infrequently" make or set goals
- 38% of Americans never make goals



- Only 3 in 100 Americans write down their goals
- Only 8% of people who set New Year's resolutions actually **ACHIEVE** them



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Time to break the cycle!



**Goal-setting and mental health – there's a direct correlation.**



# Activity:

**Write down 3  
goals for  
yourself**



# Goal-Setting Is:

PURPOSEFUL

EXPLICIT

SCIENTIFIC



# Charting a course for success



Goal-setting:

- provides clarity
- sets our focus and attention
- gives us a path to follow
- keeps us focused on the finish line





# Let's talk benefits



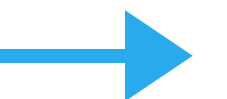
- long term vision
- short-term motivation
- focuses attention
- encourages time management
- keeps us accountable
- highlights success



# The Goal-Setting Process



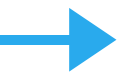
1. Know what you want to achieve
2. Break them down into SMART goals that reflect EXACTLY what you want
3. Consciously commit to your goals
4. Write them down
5. Set a timeline
6. Create a map or path to success
7. Commit to someone else that you will take action toward your goals
8. Take action
9. Set accountability checks
10. Take time to celebrate success



# Activity Time

## Reflection

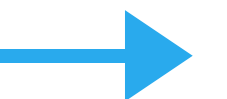
Think about the goals you wrote down earlier. What part of the goal-setting process are you at? It's okay if it's step 1! Think about something you can do TODAY to work towards your goal(s).



# By the numbers...



- Writing down your goals - 50%
- Speaking your goal out loud - 10%
- Making a conscious decision to pursue your goal - 25%
- Adding a deadline - 40%
- Make a plan - 50%
- Committing to someone else - 65%
- Accountability checks - 95%



# The science doesn't lie!

The Harvard Study:

- 3% had written goals and plans
- 13% had goals but not in writing
- 84% had no specific goals

Gail Matthews Study:

Write down your goals!



# The keys to goal achievement!

- Get clear on your WHY
- Create big picture "life goals" first
- Break down big goals into smaller "step goals"
- Create a to-do list of actionable SMART goals



# Lifetime Goals



Family/  
Relationships



Physical



Attitude



Career



Financial



Education



Public Servic



Pleasure

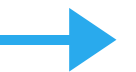


Artistic



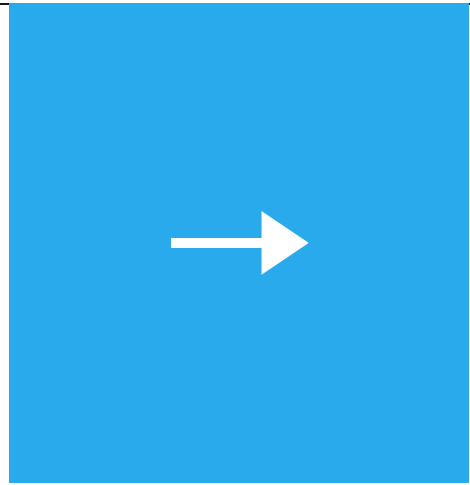
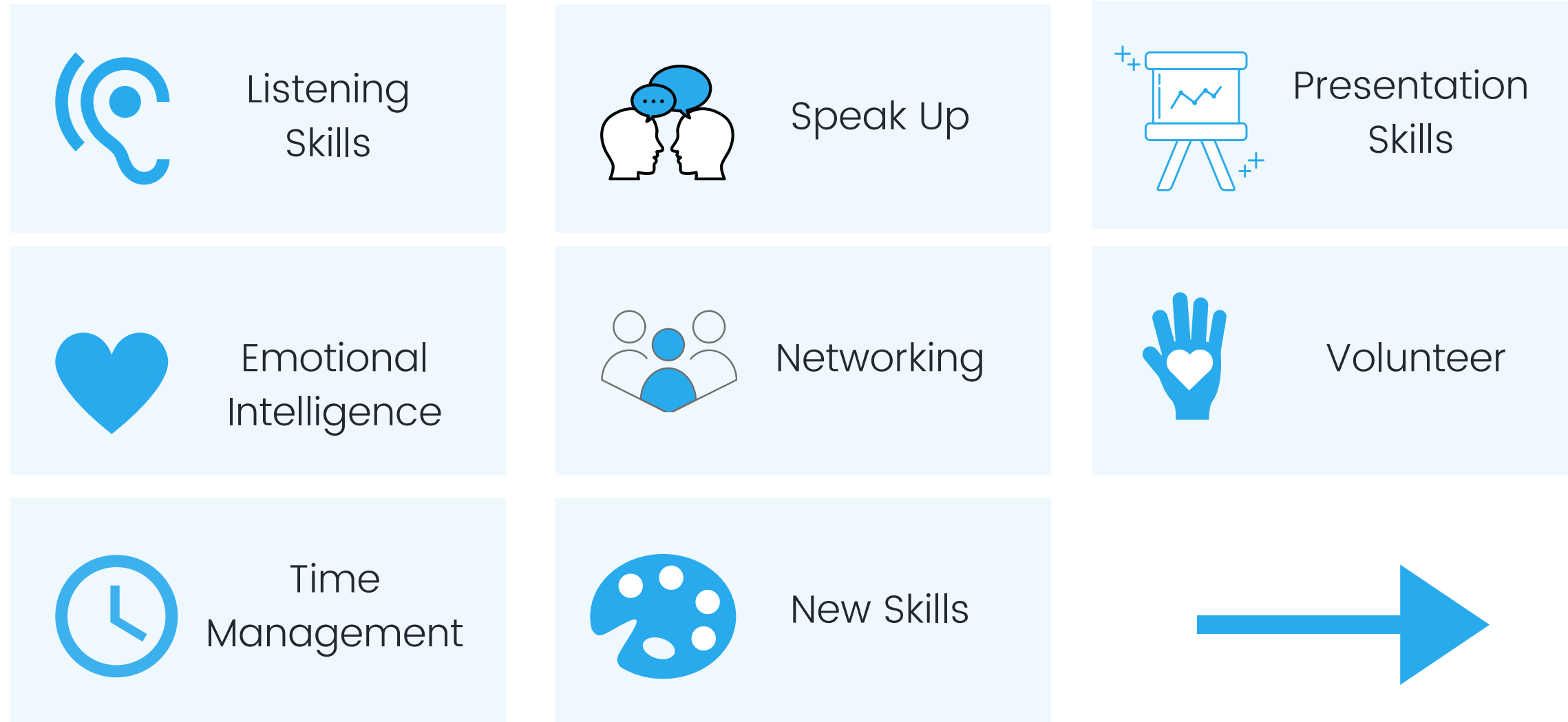
## Tip? Work Backward

Our step goals can most easily be determined by thinking backward about what we need to accomplish in 5 years, 1 year, 6 months, quarterly, and monthly. Once those are set, create a “To Do” list of steps to take to achieve them!

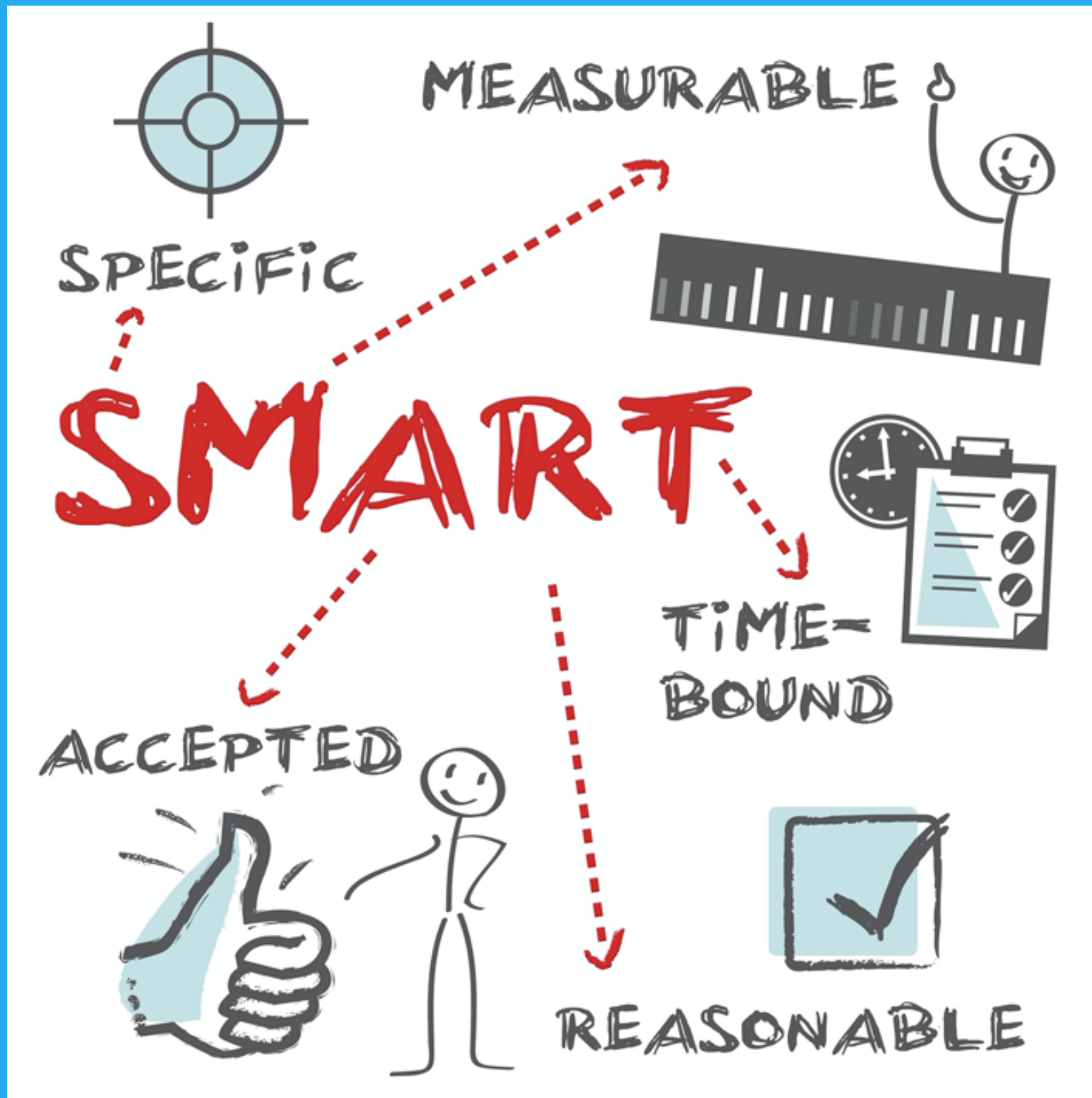




# Example: I want to become VP at my company in 5 years



# SMART Goals



S – SPECIFIC

M – MEASURABLE

A – ATTAINABLE

R – REASONABLE

T – TIME-BOUND



# ACTIVITY



Rewrite your goals from earlier using the SMART framework – create an action plan!

Notice how you feel and where your motivation level is at!



# Locke and Latham - Benefits



## Behavior



## Job Performance



## Energy Creation



# Goal Setting Principles



Clarity

Challenge

Commitment

Feedback

Task Complexity



# TIPS + HACKS

- Goals should be stated positively
- Prioritize your goals
- Understand our brain
- Goals should be performance based!
- Repeating a goal makes it stick
- Give yourself a break
- Roadblocks ≠ failure
- Tradeoffs are sometimes necessary
- Be willing to fail



# Worksheet

Let's analyze your goals



Question 1: What's something you can do TODAY to work towards your goals? Think about your goal timeline, how can it be improved?

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Question 2: Use the SMART framework to break up your lifetime goals into steps and an actionable to-do list!

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Question 3: Notice where your motivation is at. Think about where your motivation was before this course and after. Use this to your advantage and take note of growth!

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# Summary

## Goal setting

is a strategic, explicit and specific process.

## SMART Goals

can help us make action plans for achieving our goals. Using the SMART framework keeps us accountable!

## Write down your goals!

Writing down your goals makes you more likely to achieve them!





# Thank you for joining!

if you have any questions or feedback,  
please reach out to us at  
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[WWW.GO4WRD.COM](http://WWW.GO4WRD.COM)

