

# Goal Setting



CONVERSATION

# What is a Goal?

It's a priority

Should be something you have to reach for

Should excite you to pursue

Should like to do the work that goes into achieving the goal

Think of it like a boat with a rudder – the rudder keeps the boat straight with no flip-flopping in other directions

– James Clear



Commit to one goal

Fear may set in as soon as you set your intention

Start with a yearly goal

But divide the year into quarters, then months, then weeks, and finally days

You should be able to understand the role of your daily activities have with achieving your goal



Using a planner can help you identify the tasks that you need to complete toward the goal – organizes your thoughts

And serve as a reminder as to what you need to do

Should you tell people your goal?

Not necessarily:

A positive response gives a dopamine rush

Negative response can deter you



# Brain Areas For Goal Setting

Amygdala – arousal, fear, anxiety, and positive valence experience (the goodness of the experience)

Basal Ganglia – has the pathway for taking action and withholding action – learning habits

Lateral Prefrontal Cortex – for immediate and long-term planning

Orbital Frontal Cortex – evaluates how we feel when as we pursue our goals



# How To Stay Motivated

You will feel motivated and at times you'll feel unmotivated

When you're feeling motivated, take a minute to visualize the end result and how good it will feel

Unmotivated? Visualize a negative result and how that will feel

Take your motivation temperature every day – remind yourself what your working towards



# Rewarding Yourself

Too many rewards will decrease motivation

Reward yourself after you succeed at several tasks – and that you have to push to achieve

Make rewards random enough that you need to keep going to get them

As you go forward expect to encounter problems – may cause you to switch gears

But that may not be the right thing to do



There's a difference between failure and not succeeding at a task where the results are not what you wanted

Failure means it's over and you stop

Not succeeding as you wish is time to reflect and learn



## 2 Working Strategies

1. When you are working – stop as soon as you feel tension and stress
  - Tap into your peripheral vision for 30 seconds
  - Relax and look at floor, ceiling, and both sides of the room with your peripheral vision
2. When you feel distracted – take 30 seconds to focus on one point



# Quality vs Quantity

Trying to do too much (quantity ) to reach your goal can hurt the quality of the work

Each task deserves its focus

If you struggling with a task – leave it for a bit and then come back to it

Our brain are good for about 4 hours a day of truly focused work

Take a break every hour for 5 minutes – lowers stress levels and helps brain rest



Having a goal is the easy part

Wanting a specific result is easy

But are you willing to make the time  
for the activities that are needed

Or the sacrifices to achieve it

Achieving goals is a mental activity –  
need to assist the brain to keep you on  
the right path



# Tips

## 1. Determine your default position

- This is the activity you do to distract you from working towards your goal and the tasks you have planned
- Television, drinking alcohol, going on social media – these are not good defaults
- Defaults are often handy to you in your environment
- Positive defaults can be placed near you to keep you focused on your goals – a book that inspires you can sit on your desk, water can be nearby to sip to keep you at your activity longer



2. Keep it simple. When working on a task for your goal, limit noise, don't have multiple browsers open

- this is not a time for multitasking

3. Be consistent – decide when you're going to work every week – pick the days and times

- Stick with it – becomes a habit eventually

- If you miss a day – go right back to it the next day



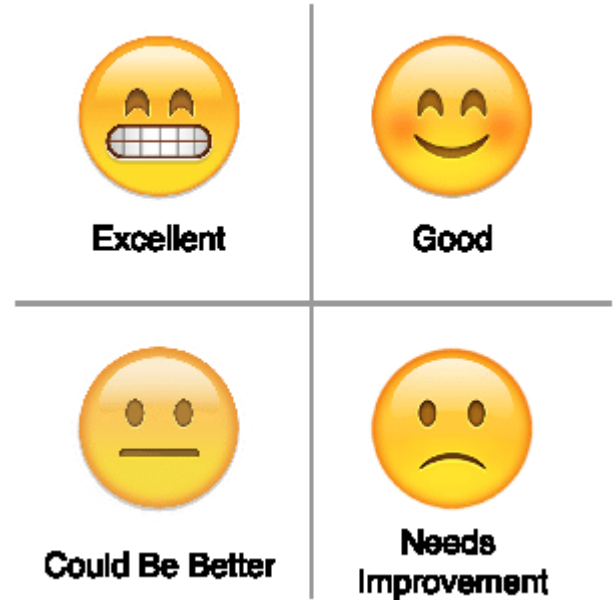
3. Create a range for success – start with a doable minimum but include an upper limit

- if you are in the flow you can keep working if you like

- if you're not feeling it – then getting the minimum allows you to feel like you're moving forward

4. Decide how to measure results

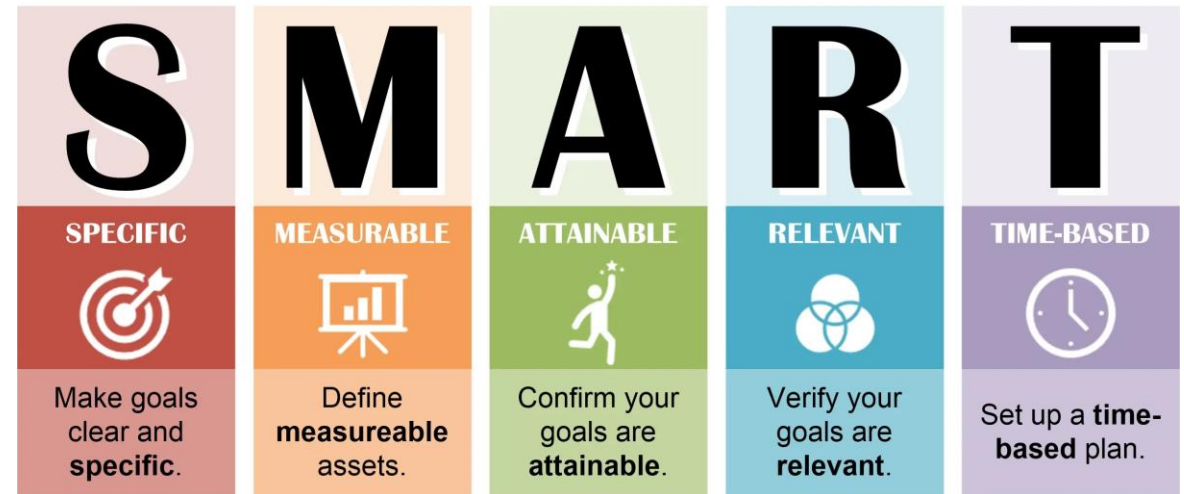
- measure backward – keep a list of activities each day or week – when you go to make a list of the upcoming day or week – look at the previous week to see what was accomplished



The key to goal-setting is to have an accountability factor

The easiest is to use a planner

But planners only work when you're able to analyze what's going right and wrong as you work toward the goals



# Writing vs Typing

A 2017 study of 20 students – drawing pictures vs typing words – looked at their brains using an EEG

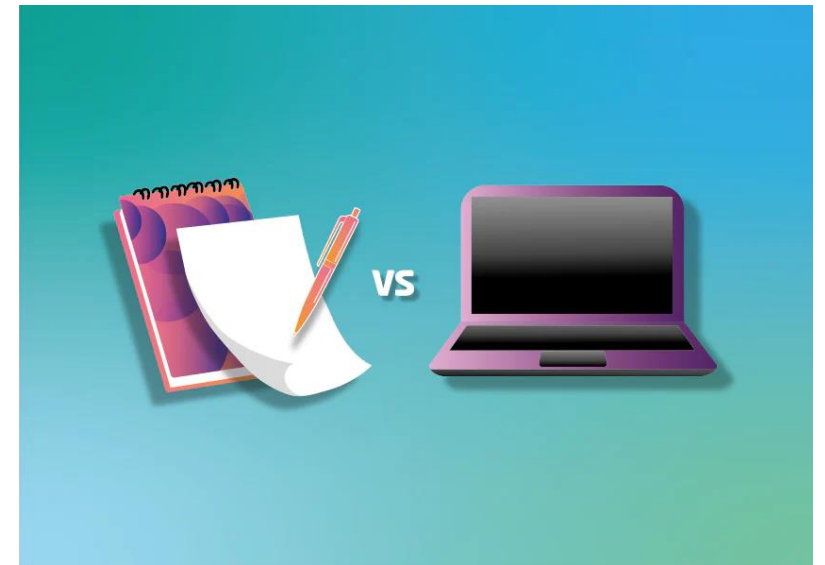
Two different types of brainwaves were seen

The type of brain waves for writing were the ones considered optimal for learning

Writing and drawing are more similar to each other than writing words and typing words

Doing all three strengthens brain circuits

<https://newatlas.com/science/brain-activity-differences-handwriting-drawing-typing/>



# Getting Started

List your goals

Pick one for the year

If it involves revenue pick your revenue goal

Make a list of the activities you feel you need to do to accomplish this goal

Prioritize the activities – usually, the easiest one is done first – if you can



What is your goal for the year:

What is your revenue goal for the year?

What is your monthly revenue goal?

List the activities you feel you need to accomplish to meet to do to achieve this over the next 12 months. As these are completed, check them off the list.

|   |  |
|---|--|
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |

## What would like to accomplish in the month?

Break it into tasks – make note of how it will help your goal – can add a timeframe if that's helpful

Based on this, create your weekly to-do list

## Pick 5 things on the list that are a priority

And then list what needs to happen to meet the priority

## Finally, create the daily list

[illegible]

If you have trouble blocking all the tasks into days and times, then start with the first day.

Pick the times you have available to work – from your list, pick the task you can fit into the time

You may want to do this one day at a time if easier

But you must set planning the next as a daily task – at the end of your workday

| Daily Plan:                                      |  | Time (write in the time and activity) |
|--------------------------------------------------|--|---------------------------------------|
| Top 5 Tasks:                                     |  | Hour 1                                |
| 1                                                |  |                                       |
| 2                                                |  | Hour 2                                |
| 3                                                |  |                                       |
| 4                                                |  | Hour 3                                |
| 5                                                |  |                                       |
| Other Tasks:                                     |  | Hour 4                                |
|                                                  |  |                                       |
| Possible Distractions for Completing Task:       |  | Hour 5                                |
|                                                  |  |                                       |
| Solutions for Distractions:                      |  | Hour 6                                |
|                                                  |  |                                       |
| If a task was not completed, what did you learn? |  | Hour 7                                |
|                                                  |  |                                       |
| How can you make things better for tomorrow?     |  | Hour 8                                |
|                                                  |  |                                       |
|                                                  |  | Hour 9                                |
|                                                  |  |                                       |
|                                                  |  | Hour 10                               |
|                                                  |  |                                       |
|                                                  |  | Hour 11                               |
|                                                  |  |                                       |
|                                                  |  | Hour 12                               |
|                                                  |  |                                       |
|                                                  |  | Hour 13                               |
|                                                  |  |                                       |

Progress not perfection

You can't be perfect so don't try

Be practical – think of what can have value and if it has value – then it's worthwhile

If it's worthwhile, you'll feel good about what you're doing

And it should lead to achieving your goal

