

GetFit.lu

Goal Achievement

Strategies

A simple but effective
strategy for bringing your
goals to life.

A workbook prepared by
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&



Why are we scared of goals?

Goals must be really feared by so many people, at the first mention of setting goals peoples faces drop, they bite their bottom lip and switch off. Its even got to the point that people will become bored of hearing the same old talk about how and why we should set goals.

Despite the obvious and proven results of goal setting why is it so few of us actually do it?

“Oh I haven’t got time for all that stuff”

“It never works for me, why should I bother!”

“Just let me get on with my work/training”

“My goals are in my head, I don’t need to write them down”

What is the fear that stops people from setting down their goals? Is it fear of failure, fear of success even. Fear of ridicule from their peers when they have not achieved the goals.

Even when we do set goals, we tone down our expectations, we don’t make firm commitments to achieving by a certain date.

What is so scary about a few words?

So many of us resolve to lose a few kilos, get fit for summer, lose the Christmas bulge.

Others say they will run a marathon, try a new sport, or play with their kids more often.

Some want to change their career, get a promotion, or ensure they get a favourable bonus?

But is it ever written down?

Is it ever read out aloud, is it read at all?

It’s just a few words, what can be so scary about that?

Why is SMART not so clever?

If you've ever set goals before, it is highly likely that you have come across the SMART method of goal setting. To be honest with you I don't think it is a great way to set goals in fact I believe it holds us back from realising our full potential.

What does SMART stand for?

S - Specific

M - Measurable

A - Attainable

R - Realistic

T - Timely

So we should be setting goals that fulfil all these criteria...

The problem here is that by sticking to goals that are "attainable" and "realistic" we can never get that excited by them.

We are never pushed beyond our comfort zone.

I don't believe this gives goal setting the power to truly achieve great things.

Do you think that Richard Branson said I'll be happy packing CDs into boxes in my garage and making a few quid?

Do you think that Ellen Macarthur would settle for sailing around the harbour because that was what was attainable and realistic?

Time to get uncomfortable?

Do you remember as a kid that had wild dreams of adventure and excitement? Did you have a passion to become a spaceman, a formula one driver or to win the Tour de France bike race?

Gradually as we got older our youthful inhibition turned to “mature” realism. Our exciting dreams were toned down or forgotten when we realised that many of these things were beyond our reach.

Today I want you to suspend your mature realism and start thinking like a kid again, I want you to get excited by your ambitions and dreams, and rediscover goals that will really blow your mind.

Now our dreams may of changed and some of them will have been childhood fantasies, but there is no reason why we should have limiting beliefs because we are older. For example, there is no reason why we shouldn't have a goal for running a marathon, climbing Everest, or sailing around the world. These are not beyond any of us, it simply needs a process in which we can work towards them.

In the box below I want you to write down some wild, off the wall things that you really want to do. Do not hold back, if you find yourself thinking, “I can't because...”, stop and write it down anyway.

Go on, don't move on from this step until you have written down at least 10 different things. Everything from lifestyle, money, career, adventure and sporting ambitions.

An effective strategy for goal achievement

Hopefully now you are really are in big kid mode. Setting and achieving goals should be exciting, it should never be boring, dull...

“Realistic”, give me a break! No wonder people switch off when we start talking about goal setting. How can we ever be motivated by realistic!

My discovery of the real power of mental training and goal setting came about many years ago, when I wanted to find a way to better manage my sporting performance.

For many years I was borderline mediocre to awful at Archery. I would train hard, shooting on a daily basis, but my performance sucked, and I hated being a no body, coming next to last was not much fun.

I wanted to stop taking part and to start competing.

I was introduced to a short book “With winning in Mind”, written by Olympic champion rifle shooting Lanny Bassham. His little book introduced me to the concept of a mental management system. His system was simple but remarkably effective.

Almost immediately my Archery performances improved and I started to climb the results sheet.

I have since gone on to study numerous other methods to improve everything from sporting performance to becoming more effective in my family life and career.

Today my Goal Achievement Strategies make up a significant part of the process that leads my personal training clients to success with their own sports and health performance.

What you will do over the coming pages is to take one of the goals you wrote on the previous page and lead you through my most powerful goal setting and achievement process.

Just so you know this process is far from being SMART, it actually works!

Lets get started...

Step 1: Decide what you want

Actually you have done this part earlier. What you need to do is pick one of the wild and exciting dreams that you wrote down.

Which one really jumps out of the page at you and gets your pulse racing?

Which one really makes you think, “wow wouldn’t that be cool if...”

Which one fills you with the most emotion?

Write it in the box below.

Have you tried to achieve this goal before? Has it been a long standing goal that really has never gone forward before?

What things have you tried before to achieve this. Write this in the box below.

What barriers stop you from making this goal happen now, real or perceived?

How do you think it will make you feel when you actually achieve this goal?

Step 2: When do you want it

This part is actually quite tough for many people. You will have to attempt to suspend the logical system in your head enough to set a powerful time frame to really get you moving but at the same time not setting an impossible time frame.

For example, if you want to lose 10kg in 10 days, short of some fairly drastic surgery this is clearly impossible. However saying 10kg in 10 years simply will not get you off the sofa and in to the gym

However saying you will lose 10kg by your August holiday in three months time will certainly get you moving.

Is there a specific date that you have an event, holiday or competition to target. If so write it down here.

How many days, weeks and months is this event from today.

Is there any obvious landmark dates between now and the target date, that you can use to track you progress?

Step 3: Why is it important

More to the point why is it important to YOU. That's right, the goal has to be YOUR goal not your wife's, your parent's, your boss's or your best friend's.

If your husband/wife wants you to lose 10kg, why should it matter to you? Other than keeping your wife happy why should you care if you are carrying 10kg too much weight.

This goes back to Step 1 in a way, the goal should excite you, it should set your pulse racing a little (or a lot).

Ask yourself why is this particular goal so important to you?

Is there a deep emotional reason for wanting to achieve it?

Write your reasons WHY here.

Step 4: What is the cost

Every goal will incur a cost. Normally the cost will be in time or money, but sometimes the cost will be a sacrifice of some kind such as eliminating certain foods or drinks, or reduced social activity.

Before you embark on your goal achievement process you need to understand what the costs will be.

List the expenses (ie. Actual money) that you will have in order to fulfil your goal.

Write down how much time you'll need to commit to your goal each week.

What sacrifices will you need to make to achieve your goal.

Step 5: Is it worth it

Now that you have identified the costs, understand if you are prepared to incur the cost in order to achieve your goal.

Is the success of your goal really worth all that time, effort and money?

Your efforts will quickly fail if you are not willing to make these sacrifices.

For example, to get the most out of my personal training services, my clients must be willing to complete at least three workouts per week, each taking between 45 and 70 minutes, they must also be willing to sacrifice time each and every day to record their activity, food and drink intake, plus complete a flexibility routine. Add in to this they will probably incur the cost of a gym membership as well as the cost of the personal training service. Not to mention all the suggested nutritional changes to allow them to get the very best results in the shortest time frame.

However the reward for all this is a substantially fitter, healthier, stronger and in many cases leaner body.

There is little point lying to yourself at this point, however if the desired outcome is powerful enough then the costs will certainly be worth it.

A simple box to complete... Is it worth it? Yes or No?

Step 6: Write it down

Here goes, time to put it all together. Now we have gone through each of the 5 steps prior to this, this step should be really easy to execute, you have already done the hard work.

Having set literally dozens of goals over the last 10 years or so, I have experimented with various formats to see which works best.

The format below is one that I am currently using with great success. It brings together each of the parts we have already been through. Please be aware that the format does not have to strictly conform to this layout, however I would strongly suggest that you keep all the basic elements in the text.

“On the (date/event/tournament) I will feel (...), because I will have achieved my goal of (goal), with ease. I know that this is important to me because (...) and I have been willing to sacrifice (...) to achieve this “

What I want you to do is write in the box below, a couple of different versions of your

goal.

Read through each of them a few times and decide which version resonates with you the most.

Step 7: The first step... and the next

Now that you have written down your goal, the last two steps need to be performed on a daily basis, ideally first thing in the morning and last thing at night.

To make consistent and significant progress with your goals you must take action each and every day. No matter how small the step each one is important.

So for your goal as it is right now, what is the first step?

Is it to join a club which does your particular sport. Do you need to buy certain equipment, or clothing? Do you need to search for a coach? Write down your first step here.

The difference between those that achieve success and those that don't is simply down to the actions you take at this point. Start now by making that phone call, or purchase, or pulling on your training shoes. See through this first step today.

Go on go and do it now!

Once you have completed that step, very simply what is the next step?

Now every time you complete a step, decide immediately what is the next step towards completing your overall goal.

It is not exactly rocket science, but it is incredible how many people hold back on taking action.

I still find myself holding back from time to time, but this is the point you need to remind yourself of your goal and why you are doing it.

This brings us neatly on to the final step...

Step 8: Daily Affirmation.

Now each part of this process up to now has been important, but this 8th step is probably the most significant in terms of how you actually go about achieving your goal.

An affirmation is a form of auto suggestion, that when used with a positive statement of intent, such as a goal, allows your subconscious to naturally lean towards the outcome.

Repeated reading of the goal that you wrote in step 6 is a form of affirmation. By reading your goal at least twice daily allows your subconscious mind to be programmed in such a way that actions towards achieving your goal become easier.

To some this seems a bit strange at first, but after giving it a try for a few days, you'll find it incredibly effective for keeping you focused on your goal and how you need to progress with it.

So your morning 3 step affirmation process goes like this:

- 1. Take a moment to read your goal, read it with emotion and belief. Really feel what it will be like to achieve this goal.**
- 2. Next decide what 3 things you are going to do today to progress you towards your goal.**
- 3. Finally, read your goal again**

Your evening 3 step affirmation process is very similar:

- 1. Read your goal once again**
- 2. Review the 3 things you set out to do today to make progress, if you failed to achieve them why and what can be done to make them happen tomorrow**
- 3. Finally read your goal once again.**

Keep a copy of your goal with you at all times during the day, take it out periodically throughout the day, read it and remind yourself of the 3 actions you intend to take today.

Final Thoughts

That's it. The 8 step process of goal achievement is remarkably simple, but very effective. Now that you have completed the process for one goal there is no reason why you can't go through the same process again for all your goals.

I normally have different goals set for different parts of my life all running at the same time. This keeps me focussed on consistently making progress in every aspect of my life, never standing still.

Finally, I would like to thank you for spending the time to go through the GetFit.lu Goal Achievement Strategy workbook. I really do urge you to keep pressing forward with this, there is little point in simply reading through this workbook and saying you'll start tomorrow, so often when tomorrow comes you'll have forgotten to look at this and the opportunity will have been missed.

Don't fall into this category, get started right now!

The box below is there for you to write out your final goal.

I wish you every success.

Tim

'Because Movement Matters'

Who is Tim Goodwin?

Based in the small country of Luxembourg, in Europe, Tim is the fitness coach of choice for many of busiest business men and women in this busy financial center, training those who have a passion for improving themselves and their amateur sporting performances.

Tim has been a competitive archer for over 20 years, competing regularly throughout the world at some of the most prestigious events the sport has to offer. The pinnacle of this career so far was in 2006, achieving a top 30 world ranking and competing at the world championships representing Luxembourg.

Tim releases a weekly “top tip” newsletter packed with advice to help you improve your health and fitness. Go to <http://www.getfit.lu/fatlosssuccess.htm> to sign up today.

