

GOAL SETTING – TIPS FOR SUCCESS

What would you like to achieve by the end of next year?

Ensure these goals are **SMART** -- **S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**ime-bound.

S	M	A	R	T
Specific	Measurable	Achievable	Relevant	Time-bound
Using action words, what will you do specifically?	What metrics, data, or criteria will you use to evaluate your achievement?	Ensure the goal is possible to accomplish, attainable, and realistic	Does it relate to your career, business, or life vision?	Set timelines and deadlines for each step of the goal

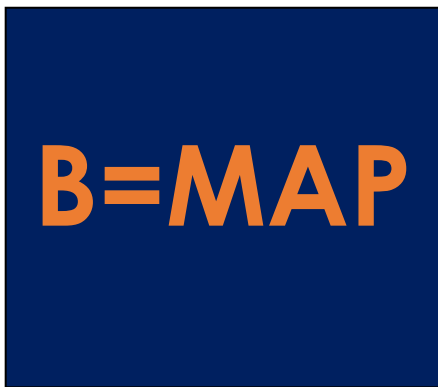
Studies have shown that goals that are **positively phrased**, i.e. start doing something, are more effective than those that are negatively phrased, i.e. stop doing something.

Instead of saying "I will stop bingeing on Netflix", say "I will take a walk every day for 30 minutes after dinner".

BMAP: Stanford Behavioural Scientist B.J. Fogg tells us that

$$\text{Behaviour} = \text{Motivation} \times \text{Ability} \times \text{Prompts.}$$

In other words, for sustainable **Behavioural Change**, we need¹:



Motivation to undertake that behaviour, e.g. training to cycle in a charity bike ride to raise funds for a cause that is important to us. → Know the "why" behind your goals.

Ability to do that activity, e.g. actually know how to ride, can cycle for that duration/distance, and have access to a bike. → Make sure your goal is realistic and feasible.

Prompts – Cues and triggers that will prompt or remind us to cycle daily, e.g. placing our bike helmet in view, diarize calendar popups, or use sticky note reminders. → Make reminders visible.

Psychologists tell us that **willpower is over-rated**. Rather, what we need to actually implement good habits is to **change our environment** to accommodate good habits and to make behaviour change easier.

Let's face it, the environment will often win whether it is tornado 🌀 vs. human 🧑 or a bakery filled with yummy high sugar and carb treats 🍰 vs. a hungry person on a diet 😊. That is an important rule to keep in mind in forming habits.

Environment plays a key role in developing good habits

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In his book *Atomic Habits*, James Clear sets out the **Four Stages Habit Creation**²:

- 1) **Cue:** Information that tells us about the presence of a reward, e.g. passing by a bakery, which triggers us to do something, i.e. buy a cookie.
- 2) **Craving:** The motivation or desire to take action to actually get the reward, e.g. hunger.
- 3) **Response:** The action we need to take to get the reward, e.g. walking in and buying the cookie.
- 4) **Reward:** The satisfying feeling we get, e.g. tasting the chocolatey goodness of the cookie.

¹ <https://behaviormodel.org/>

² <https://jamesclear.com/three-steps-habit-change>

Keeping the four principles in mind, here is what we need to do to design good habits and to break bad habits in the context of eating healthier food.

Step	Designing GOOD Habits	Breaking BAD Habits
Habit	Eating healthy food.	Stop eating junk food, sweets, chips....
Cue	Make it obvious , e.g. put fresh fruit on the counter.	Make it invisible , e.g. hide snack food on the back shelf.
Craving	Make it attractive , e.g. buy fruit you actually like.	Make it unattractive , e.g. buy a flavour of chips you don't like as much.
Response	Make it easy , e.g. wash and cut them up in advance or buy them pre-cut.	Make it difficult , e.g. not having unhealthy snacks at home so when you have a craving, you'll need to go out to buy them.
Reward	Make it satisfying , e.g. eat fruit that is naturally sweet to satisfy your taste buds.	Make it unsatisfying , e.g. have a rule where you can't eat cookies until you have worked out for an hour and eaten a bowl of oatmeal.

Consider BJ Fogg's Habit Stacking



As it generally takes **66 days for a new behaviour** to become an automatic **habit**³, if you can stick to your plan for two months, you'll be better able to maintain that behaviour for the long-term.

2-Minute Habit Stack: Start with 1 small habit change (that can ideally be done in 2 minutes) which is **anchored** to an existing habit, e.g. do 2 minutes of jumping jacks while you are boiling the kettle for tea.

So, what will your first 2-minute habit stack be?



I hope these techniques will help you as you set and achieve your goals and get you closer to your hopes and dreams.

Still need guidance or support? KSky Coaching can help you reach that infinite potential and transform your life.

Please email to book your session at jeanette@kskycoaching.com.

For more information about habits and goal setting, please see:

- <https://behaviormodel.org/>
- <https://jamesclear.com/three-steps-habit-change>
- <https://www.psychologytoday.com/intl/blog/self-leadership/202012/new-year-s-resolutions-2021>
- <http://www.oprah.com/inspiration/how-to-lose-weight-new-years-resolutions/all#ixzz5b9Cnj02Q>
- <https://thriveglobal.com/stories/resolutions-new-year-strategies-achieve-goals-habits/>

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³ Note: In this study, habit formation ranged from 18 to 254 days s everyone is different. <https://centrespringmd.com/docs/How%20Habits%20are%20Formed.pdf>