

Beyond Resolutions: A Guide to Achieving Your Goals

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Edited Transcript/Presentation Notes

Introduction

Happy New Year! So many of us are setting resolutions at this time of the year, but goal setting is different, especially when there is rhyme or reason to how you go about doing so. Let's harness that beginning of the year energy toward some productivity and success in achieving what you hope to get out of the year.

I – LOVE – GOAL – SETTING. I am a nerd. I find it fun. I find it motivating. I find it gives me a little extra pep to my step. I need to always have something to look toward. Do I meet all my goals? No. But do they propel me forward? Yes! Sometimes, they push me past what I was expecting to achieve. Other times, they show me I don't want what I thought I wanted. Other times, I "fall short." All this is OK.

"If you aim for the moon, you wind up amongst the stars."

Let's start with an exercise. Pull out a pen and paper. Envision what your dream is in terms of what you wish your life could look like exactly one year from now. Take 5 minutes to write it out in as much detail as possible. Remember, I said DREAM. Don't hold yourself back. Consider what you would love to have without any consideration of limitations and obstacles to your desires. In this exercise, you are allowed to DREAM BIG.

Goal setting should be realistic, yes, but inspiration and dreams should never be lost. **"This great dream, this surging dynamic thing, invisible to all the world except to the person who holds it, is responsible for every great advance of man."** Earl Nightingale

Now, come back to this write-up. Take another couple of minutes to review it. Is there anything in your description that you thought was a "no way," but now you are saying, "come to think of it, maybe if [x], then [y] could happen"? Can you get help with certain things? Can you delegate? Is there another way to do what you had in mind that you didn't think of before?

Keep the materials from this exercise handy as we move through the entire session, allowing yourself to consider these dreams and visions when setting goals for the upcoming year.

Tips, Tricks and Strategies

*Experts recommend that you go deep into your "why's," and they even recommend a tip of digging deeper into 3 levels of "why's" to get underneath your motivations.

Example: "I want to quit smoking."

- Why? "I want good health."
- Why? "I want to meet my grandchildren."
- Why? "Being there for my family is important to me."

*Focus on the process, not the outcome.

Small changes pave the way for bigger changes, if they are consistent with your goals. They are also more of what you are in control of.

*Frame your goals positively.

Negativity creates avoidance, which triggers your inhibition systems, whereas positivity triggers approach and rewards motivation.

Example: "I don't want to be fat anymore" vs "I want to build my skeletal muscle mass so that I can be as strong as possible." Which feels better?

*Prepare for failure.

"If [x] happens, then I'll [y]."

Example: If you are an unhealthy eater when you are hungry, then carry snacks that are healthy to circumvent that tendency.

*Develop ownership of your goals.

If we invest in the target as if we have already accomplished it, we self-generate that target in our mind as if it is our own.

I carry a goal card that says, "On [insert date], I am happy, grateful, and blessed that I [insert goal]" to increase my sense of ownership of my goal.

*Set some goals, using SMART techniques.

Specific: work toward a concrete goal

Measurable: monitor progress

Attainable: do this without underestimating yourself

Relevant: set a meaningful goal

Time-bound: create a timeline

Example: “I would like to earn \$30k more in 2022, as compared to 2021, by increasing my workload by 50% with my top-paying clients or prospecting new clients.”

Then, tackle this goal with miniature goals and action steps.

Example: “By the end of this month, I will have reached out to 3 of my current best clients to see if they have more work to give me.”

*Create a plan for accountability.

Do you plan to use a visual aid to track progress?

Do you plan to download an app that reminds you of your goals?

Do you plan to find an accountability buddy to check in with regularly?

Do you plan to develop a reward system for celebrating small wins?

*Develop habits to set the foundation for success.

Consider starting with one small change. Then, stack habits, accumulating these changes for bigger changes over time.

Resources

Books

The 7 Habits of Highly Effective People by Steven Covey

The 7 Habits of Highly Effective Teens by Steven Covey

- Choose this book if you are seeking the same principles as its counterpart in an easy-to-read format. This book is my preferred of the two options.

Articles

“The Science of Setting Goals” by Nadia Goodman. Available at: <https://ideas.ted.com/the-science-of-setting-goals/>

“What Goal-Setting Does to Your Brain and Why It’s Spectacularly Effective” by Geoffrey James. Available at: <https://www.inc.com/geoffrey-james/what-goal-setting-does-to-your-brain-why-its-spectacularly-effective.html>

“Why you love setting goals more than pursuing them, according to science” by Nick Wolny. Available at: <https://www.fastcompany.com/90662001/why-you-love-setting-goals-more-than-pursuing-them-according-to-science>

Podcasts/Presentations

MedicalWritersSpeak’s podcast, “Goal-Setting Strategies for 2022” by Emma Hitt Nichols. Available at: <https://podcasts.apple.com/us/podcast/goal-setting-strategies-for-2022/id985866761?i=1000546506583>

TED Talk, “How to gain control of your free time” by Laura Vanderkamp. Available at: https://www.ted.com/talks/laura_vanderkam_how_to_gain_control_of_your_free_time

Tools

“11 Best Tools for Setting and Tracking Goals” by Scott Gerber. Available at: <https://www.business.com/articles/11-best-tools-for-setting-and-tracking-goals/>

“15 Powerful Tools for Goal Setting” by Leon Ho. Available at: <https://www.lifhack.org/878290/tools-for-goal-setting>

Questions? Concerns? Want to say “hi”? Shoot me an email at sunali@wadehramedicalwriting.com