




*GOAL SETTING
DO'S AND
DON'TS FOR
BUSINESS*




Don't set a goal
based on false
expectations.

- Consider if your goal is both possible AND likely.
- Goals like 'I'm going to quit my job and be making \$100,000 from my business by this time next year'.
- Is it possible? Yes. Is it likely? No.
- By setting unrealistic goals, and you're setting yourself up for failure and disappointment.



Don't expect it to
be easy.

- Go into the process being aware that it will be challenging.
- We don't set goals for things that are easy. If it was easy, we'd just do it!
- You can't depend on motivation to keep you going.
- If you go into the journey knowing (and maybe even relishing) that it's going to be challenging, you are more likely to succeed.




Don't let the past stop you.

- You may have tried to achieve this goal before.
- 5, 10, 20 times... it doesn't matter!
- That doesn't mean you can't do it this time.
- Do, however, look to the past attempts for lessons you can learn to make achieving your goal this time more likely.
- Ask: how did I sabotage myself in past attempts?
- How can I avoid those pitfalls this time?
- "Insanity is doing the same thing over and over again, expecting different results."



Don't be rigid.

- If we set goals too rigidly you may be disheartened if your path changes or shifts.
- Don't let stumbling blocks stop us in our tracks. Work out how to move around it and keep going.
- The goal exists to serve you. You can change it!
- You are not a failure for changing the parameters of a goal - the only failure is giving up.
- **Be strong in your commitment, but flexible in the implementation.**
- Deviations and flexibility are a natural part of a goal structure.



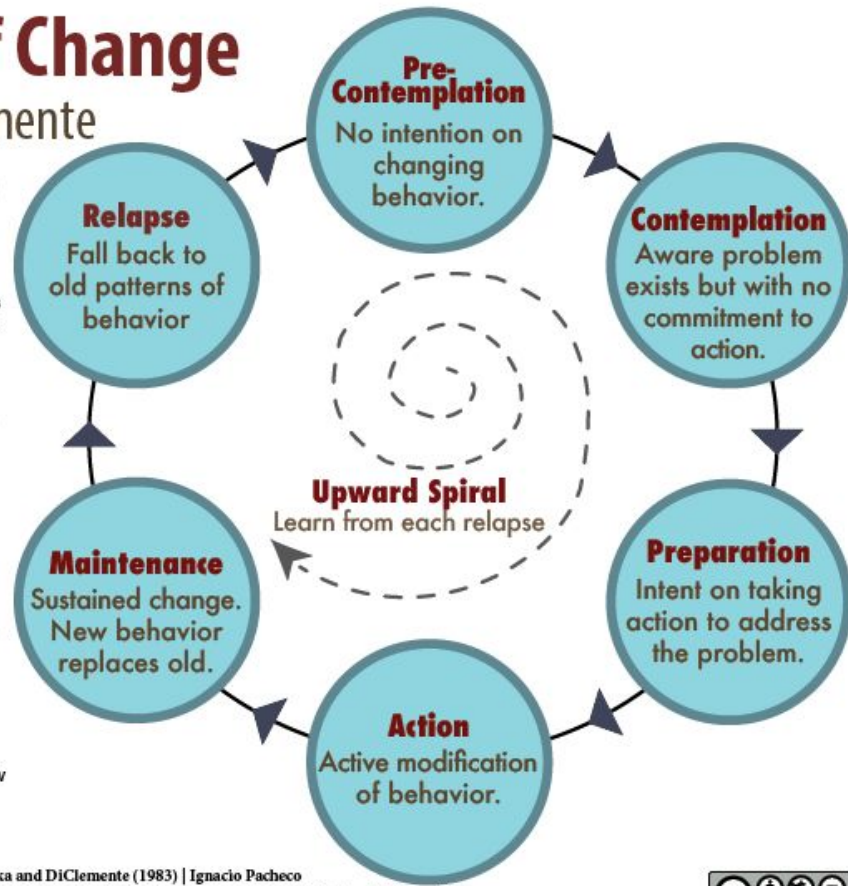
Don't let
setbacks stop
you.

- For example - you're on a diet. You have a cookie - then you just throw up your hands and 'give up' for the rest of the day... oh, but it's Friday... so I may as well just give up for the rest of the week and start again on Monday.
- No! Don't let one mistake derail you.
- Consider the Cycle of Change and if you come off track slip back into Maintenance mode.
- Just step right back onto the path.

The Cycle of Change

Prochaska & DiClemente

- **Precontemplation:** A logical starting point for the model, where there is no intention of changing behavior; the person may be unaware that a problem exists
- **Contemplation:** The person becomes aware that there is a problem, but has made no commitment to change
- **Preparation:** The person is intent on taking action to correct the problem; usually requires buy-in from the client (i.e. the client is convinced that the change is good) and increased self-efficacy (i.e. the client believes s/he can make change)
- **Action:** The person is in active modification of behavior
- **Maintenance:** Sustained change occurs and new behavior(s) replaces old ones. Per this model, this stage is also transitional
- **Relapse:** The person falls back into old patterns of behavior
- **Upward Spiral:** Each time a person goes through the cycle, they learn from each relapse and (hopefully) grow stronger so that relapse is shorter or less devastating.



The Cycle of Change


Adapted from a work by Prochaska and DiClemente (1983) | Ignacio Pacheco

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Don't aim too high.

- Be optimistic: but also realistic and pragmatic.
- Find the middle way.
- Keep your head in the clouds, but also keep your feet on the ground.
- Aim for something that's realistic but ALSO a little bit of a challenge!
- Remember Icarus...
- **Example:** I want to achieve x financial milestone. I only have 5 hours a week to work on my business. What can I REALISTICALLY get done in that time to move me towards my goal?



Don't too many
things at once.

- Don't set so many goals and overwhelm yourself!
- This is why I teach the [Top 3 Priorities Framework](#).
- You can use this to plan your year, quarter, month, week, day...
- This is one reason why we almost never achieve our New Year's Resolutions! We overwhelm ourselves trying to change too much at once.



2 Minute Activity

- Think back to past goals.
- Can you think of ways you sabotaged yourself by falling for any of these 'don'ts'?

Do set SMART
goals.

- **Specific**
- **Measureable**
- **Achievable**
- **Relevant**
- **Time-limited**

Do set 3 levels of goals

- **Easy:** A little less than you realistically think you can achieve.
- **Moderate:** A bit more challenging, but still realistic.
- **Stretch:** More than you realistically think you'll achieve.
- *Example:* What you want to earn this week. Easy - \$50. Moderate - \$100. Stretch - \$150.

Do set positive goals.

- Set 'I will' goals rather than 'I won't' goals.
- When I was a teacher, I was taught to call out 'walk' at kids who were running where they shouldn't be, rather than 'don't run' - because it reinforces the behaviour you want, rather than focussing on the behaviour you don't want.
- It's the same principle!
- Don't set a goal like 'I won't eat chocolate this week'. Your brain just keeps thinking about chocolate!
- Instead, you'd set the goal 'I will reach for healthy snacks this week, such as apples, nuts, etc.'
- The same goes for your business goals - frame them as 'I will' rather than 'I won't'.
- For example, if you spend too much time aimlessly on social media, but need to use it for marketing:
 - 'I will spend 10 minutes a day this week posting & engaging on Threads'.
 - Rather than: 'I won't aimlessly scroll on social media this week'.



Do remove
temptations from
your
environment.

- **Remove temptations to failure and distractions.**
- You want to write an email? Close all those other tabs and turn off notifications!
- You want to create new designs? Sit with your design tools somewhere far away from other distractions!
- This is why I advocate for [Planning Days](#) when you want to get deep work done.



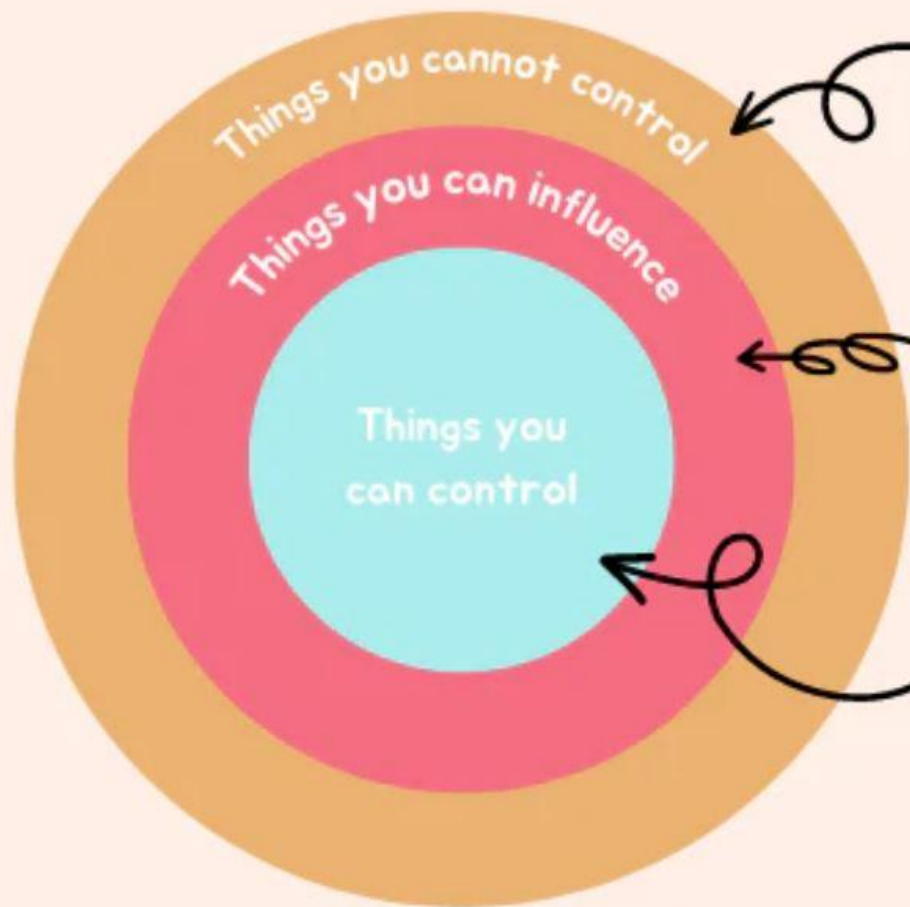
Do be realistic

- We've already covered this in the don't section, but I wanted to highlight it again!



Do leave room
for setbacks.

- Life happens!
- Don't let setbacks derail you (remember the Cycle of Change!)
- You or your child or your pet might get sick.
- What if your supplier is out of stock?
- **Don't beat yourself up!**
- Things will happen that are outside of your control, and that might prevent you from achieving your goal in the timeframe you set - just extend the timeframe!
- It's a detour, not a final destination.
- **Keep the Circle of Control in mind.** Focus on the things inside your Circle of Control. The Serenity Prayer is based on this concept.



Circle of Concern:


The weather, people's health status, war, politics, climate change, violence, school shootings, celebrity habits

Circle of Influence:

work relationships, family relationships, school friendships, behaviors of people you're with

Circle of Control:

your self-care practices, personal goals, boundaries you set, priorities, how you respond to others, your thoughts



Do celebrate
your wins and
milestones.

- **Take the time to celebrate when you achieve a goal!**
- Revel in it :)
- Reward yourself!
- Go for a walk, massage, swim, cocktail... do something you enjoy to mark the occasion!



2 Minute Activity

- Can you set just ONE business goal right now that abides by these do's and don'ts?

Further Resources

- [Top 3 Priorities Planning Method](#)
- [The Power of a Planning Day](#)