

Five Phase Road Map

GOAL SETTING:
Where Do I Want to Be?





2 Goal Setting

WHERE DO I WANT TO BE

Setting goals is the first step in turning the invisible into the visible.

- Tony Robbins

Ethan has known for several years that he was becoming overweight and that his diet was hurting his health.

Like many people, he knew he needed to exercise more.

That knowledge sat there, however, because he couldn't find the motivation to take action.

So many people say they can't find the motivation to make positive change, even when they know it's needed.

You don't need motivation, **you need intention.**

That's what researchers found when they explored how people actually start and succeed at their exercise goal.

The study looked at 250 people, and the results were published in the *British Journal of Health Psychology*.

Researchers studied how 3 groups of people exercised over 2 weeks.

Group 1, the control group, only needed to record how frequently they exercised.

Group 2, the motivation group, was given a pamphlet about the benefits of exercise, and asked to record their exercise as well.

Group 3, the intention group, was given the same pamphlet, asked to record their exercise, and also to make a plan for how they would exercise.

Each person created their plan by using the statement:

During the next week, I will partake in at least 20 minutes of vigorous exercise on ____ (day) at ____ (time of day) and/in ____ place.

A sample statement might be: I will partake in at least 20 minutes of vigorous exercise on Monday at 8 a.m. in my backyard.

The results were surprising.

In the control group, 38% of people exercised at least once per week.

In the motivation group, that number actually declined! 35% of participants exercised.

In the intention group that number shot up to 91%!

What does this mean for us?

Saying that we'll go to the gym once per week means we might, with a 40% chance that we will actually do it.



If we write down the day, time, and location where we'll exercise, we have a 90% chance of doing it.

Why Make Health Goals?

The study proved that having goals—and a certain kind of goal—doubles your chances of actually doing it.

It's hard to get anywhere if you don't have a destination.

If you leave on a road trip without a goal, you could end up anywhere.

Some people love to do that, but you don't want to gamble with your health and leave it to chance.

Goals give you direction in what you want to change and, when written correctly, how you'll make that change.

There's a popular saying the finance world that says: people don't plan to fail, they fail to plan.

You might have heard this from your retirement consultant. We plan for retirement and many other important aspects of life.

Yet how many people plan on being fit, energetic, and healthy?

How often do we make action steps for getting in better shape and improving our diet?

That's what this Road Map is all about.

How to Make Goals that Work

The statement from the study is a great example of an actionable goal because it lists the day, time, and place.

It's very specific.

A normal goal might be: I want to lose ten pounds.

An actionable goal would be: I will walk every morning, and go to the gym on Monday, Wednesday, and Friday for an hour.



The second way of stating the goal focuses on action that you can control.

So a goal can really set things down in a way that allows you to accomplish what you want and succeed.

Many people talk about lack of motivation, lack of will power, and how it's so hard to commit to working out, cutting sugar, or taking time to relax.

But now we know that it's not your motivation that's holding you back.

You simply need to write better, more precise goals!

Here's 3 more steps that will help you make workable goals that lead to success.

1. Set Goals Based on Positive Action

In step 1, you came up with issues you wanted to fix.

Those are goals in a sense, but we're zooming in to the action you can take to reach that big goal.

It's very helpful to phrase goals with *positive* action, so instead of "cutting sugar" say you'll replace the sugar with fruit or something else.

Be as specific as you can.

A goal of "I want to eat better" make action goals such as:

- I will replace soft drinks with carbonated water.
- I will eat fruit for dessert.
- I will use a portion plate to balance my meal and control portions.
- I will include vegetables in every meal.

Ideas for my positive action steps: (to use on your Goal Sheets later)

2. Make Routines and Habits for Your Goals

Creating a specific action goal will make it easier to turn it into a habit.

If you start by setting a routine, you won't have to "remember" to do your new steps.

This translates into creating time for new steps.

If you start this change process knowing that it will take time and changes in your daily life, those won't come as a surprise or roadblock.



Focus on that, restart, and keep going.

There is no reason to get down about missed steps or days. In fact, science shows that will increase your odds of missing more days.

Even if you only made your action step twice in your first week, that's 2 more times than you did before.

You made progress, so set your next weekly goal for 3 times.

The point isn't to let yourself slip, but to get back on the horse right after you fall off.

A sports team won't disband and disappear if they lost a game, or even 5 games.

If you miss a step, and your mental chatter starts up and tell you, "Oh, no, you messed up!"

Just respond, "So what? I'm still going."

3. Go Easy on Yourself

Remember the purpose of a goal is to enact positive change in your life.

Unexpected things happen, so you can't always make everything in your schedule.

And sometimes we're sick, feeling off, or really struggling.

Don't beat up on yourself!

If you commit to an action step 5 times a week but only make 3, you made positive change.

Writing Your Goals

Go back to your big goals that you created in Phase 1.

Rank them from biggest concerns or most urgent to things that can wait a little while.

Write these on the Goal Sheet as your big goals.

For now, you can plan how to accomplish each big goal, but don't try to start on all of them this week.

You might work on nutrition and more activity, or cutting sugar and drinking more water.

Working on two or three big goals will most likely create many smaller action goals, so keep these easy to start.

It's better to implement one big change per week, or possibly two.

For some goals, you can create action steps that will address two or three health concerns. That's always a nice bonus.

Another awesome aspect of starting action steps is how great and motivated you'll feel.

Once you've started working on a few goals, you'll want to work on more.

Remember also that diet causes many ailments, and a better diet can fix a wide array of issues including:

- Weight problems
- Digestive problems
- Inflammation
- Leaky gut
- And serious diseases, although it takes some time



Think about the overall changes you're going to make so you are setting realistic goals and not trying to do too much in the first few days.

It's better to start small and build than try to "hit it hard" and burn out quickly.

For each goal, write what you're currently doing.

If getting more sleep is a goal, your current statement would be something like, "I currently go to bed at 11 p.m. and get up at 5 a.m."

List all possible actions steps you can take that would move you toward your new goal.

Think back to Food, Health, and You for inspiration on action steps, such as:

Yoga

Meditation

Deep breathing for five minutes

Cutting processed and fast food

Checking labels for chemicals, preservatives, dyes, hidden sugar, and gluten.

Eating only natural sugars already in fruits and other foods, and using honey to sweeten things.



Trying an elimination diet to check for sensitivities like dairy, gluten, and other triggers.

Doing the 8 minute workout with sit ups, pushups, squats, jumping jacks, or any exercise that you like.

Whittle your possible steps down to the one that will help you the most, while also being doable.

Write your action goal, such as: “My goal at the end of this week is to go to bed around 10 p.m. and get up at 5:30 a.m.”

You might need further steps to accomplish your goal, such as:

I will turn off electronics at 9 p.m.

I will listen to soothing music until 9:30 p.m.

I will focus on deep breathing for 5 minutes at 9:50 p.m. every night.

At 10 p.m., I will tell my brain that we’ll work on any issues or problems tomorrow.

A few action goals that fall under many categories are:

1 Keeping a food diary, including when and what you eat, how much, how you felt afterward, and activity level.

*Remember that you feel the effect from food for day or more, so look for patterns.

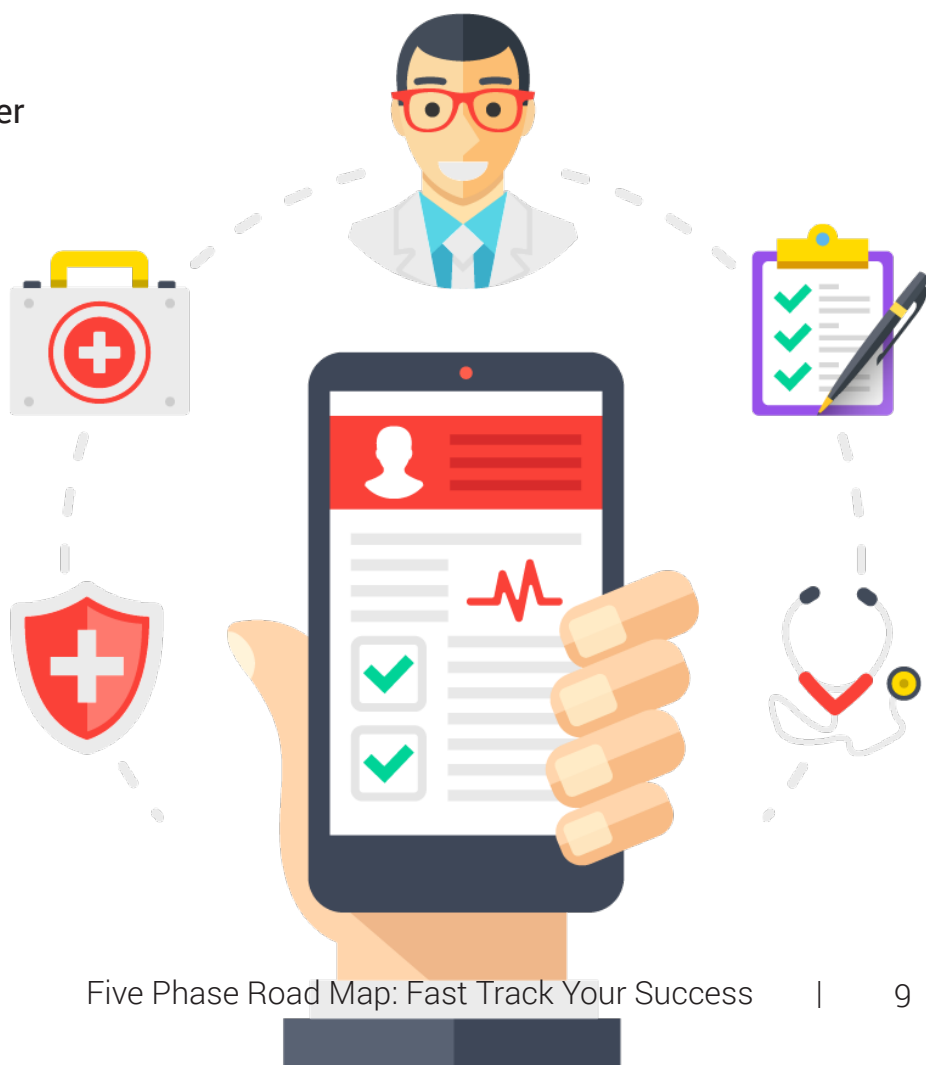
If you get sick often but it doesn’t seem related to what you ate that day, look for a common food from the day before.

2 Tracking exercise and activities. When, how long, how many reps, how vigorous, and any other helpful notes.

3 Tracking symptoms for the ailment you want to improve, along with any changes.

4 Strive to make goals fun. If you need more activity, find something you will enjoy. Consider cycling, walking, hiking, row boating, paddle boating, trying new things at the gym, or taking a dance, Zumba, or hula dancing class.

5 Connecting with others for support. Share with friends and family what you’re doing.





Assessing Your Goals

Now you should have a list of big goals, which generated smaller, action goals that you can do.

Are your action goals doable?

Do you believe they will have a positive impact on how you feel?

Are your goals based in action and measurable? This means you can count how many times you exercise or how many glasses of water you drink each day.

Do your goals work on the issues you want to fix?

By the end of this Phase, we want you to have a list of actionable steps to take this week using the precise statement of what you will do, when you will do it, where you will do it, and any other specific information that will help you get it done.

Great work!