

# Goal Setting:

*“Man is a goal-seeking animal. His life only has meaning if he is reaching out and striving for his goals” - Aristotle*

By Liggy Webb

**G**oals unlock your positive mind and release energies and ideas for success and achievement. Without goals, you simply drift and flow on the currents of life. With goals, you fly like an arrow, straight and true to your target. Setting goals gives us direction, purpose and focus in our lives.

The trick to managing your daily energy is to work on the more difficult things when you are alert and focused, and work on the easier stuff (or take a break) when you're feeling lower in energy. To make the most of your time, work in short bursts or sprints and then recover. To maximise your energy, you need breaks.

There are lots of benefits to setting goals. First and foremost, they help you to develop clarity which is the first step to helping you achieve what you want in life.

You will develop a stronger **FOCUS**: whatever you focus on, you get more of; if you have clear goals and focus on them, you will get more of what you do and want and less of what you don't want.

When you get clear about where you want to go, you set up steps and actions to get there. This increases your efficiency because you are working on what is really important. When you work on what's important, you will accomplish more than you ever expected.

You will get what you really want in life, rather than settling for “whatever comes your way”.

As you set and reach goals, you become more confident in your ability to do what you say and get what you want in life.

*“Success breeds more success.”*

Only 3% of people have proper written goals, and according to research, these people accomplish 80% more than those who don't. That's an astounding difference, isn't it?

A common acronym in goal setting is the possibly-familiar SMART goals, but what does it really mean and what is so smart about them?

The SMART acronym is used to describe what experts consider to be “good” goal statements because they contain most of the essential ingredients.

Out of all the formulas I have come across for objective and goal-seeking, it is by far the best and the most easy to apply and stick to.

The SMART acronym itself has several different variations depending on who you ask. However, I think it is useful to look at all of them because it provides a well-rounded goal statement.

**S** - Specific & significant  
**M** - Measurable, motivational, methodical & meaningful  
**A** - Action-oriented & achievable  
**R** - Realistic, relevant & recorded  
**T** - Time-bound & tangible

The main reason that your brain needs goals is that it behaves as a goal-seeking mechanism, similar to a precision-guided missile. As these missiles fly, they continually make small adjustments and corrections to their trajectories to realign themselves to their target.

*“I don't want to get to the end of my life and find that I have just lived the length of it. I want to have lived the width of it as well.”*

Diane Ackerman

Your brain also works in a similar way. Dr Maxwell Maltz, author of the classic Psycho-Cybernetics, said that human beings have a built-in goal-seeking “success mechanism” that is part of the subconscious mind.

This success mechanism is constantly searching for ways to help us reach our targets and find answers to our problems. According to Maltz, we work and feel better when our success mechanism is fully engaged going after clear targets.

All we have to do to use this mechanism is to give it a specific target. Without one, our success mechanism lies dormant, or worse, pursues targets we didn't consciously choose.

The key with goal setting is to assertively take control of what we want and to identify exactly what it is that we really want to achieve with a clear understanding of why we want to.

The benefits of goal setting and goal achievement are numerous. It allows you to become more empowered and altogether more responsible for your own destiny and personal success. It also helps to boost your self-esteem and self-confidence which, in turn, has many physical, emotional and mental health benefits.

### Goal Setting - Useful Tips

- Embrace the benefits of what you want to achieve
- Set goals that are personal to you and that you are committed to
- Understand specifically what it is you want to achieve
- Know how to measure your goals
- Ensure that your goals are achievable
- Write your goals down
- Make sure that you set timelines
- Use positive affirmations
- Believe in yourself
- Don't give up

Life is what YOU make it!

The above article is an extract from *The Happy Handbook* - A



Compendium of Modern Life Skills by Liggy Webb which is out now.

Liggy Webb is widely respected as a leading expert in the field of *Modern Life Skills and Workplace Wellness*.

As a presenter, consultant and author she is passionate about her work and improving the quality of people's lives. She is the founding director of The Learning Architect a consortium of niche industry experts. Liggy has developed a range of techniques to support individuals and organizations to cope more effectively with modern living and the demands and challenges of life in the twenty tens and beyond.

As a consultant with the United Nations she travels expensively and has recently returned from Afghanistan which she describes as biggest life education to date!

*For more info visit:*

[www.liggywebb.com](http://www.liggywebb.com)

[www.thelearningarchitect.com](http://www.thelearningarchitect.com)

email: [info@liggywebb.com](mailto:info@liggywebb.com)

call us: 00 44 (0)1242 700027

