

Stop Setting Goals

Why goal setting doesn't work, and what to do about it



What's wrong with goals?

When setting goals for personal, work or business, it can sometimes feel like we're at a carnival midway shooting gallery, where the contest feels rigged, and the target, or goal becomes an impossible thing to hit because we often rack up a series of near misses instead of celebrating our accomplishments. What's wrong is not the goal or desire, but the process of goal setting that needs to change.

All too often, we set goals that we want to achieve but we only see one way to achieve that goal, which is by doing something (or a series of somethings) we really don't want to do. This can cause us to delay action that would move us forward.

For example, suppose we want to get a new job and realize direct contact is a better way than applying online. Unfortunately, we don't like cold calling so we delay activity, sometimes forever. We unfortunately never accomplish the goal. However, if we only realized that we could 'talk our way to success' by simply meeting potential employers at networking events (something we enjoy and want to do), we could more easily accomplish the goal of a new job.

Sun Tsu, the famous Chinese general and author of the book "The Art Of War", said "If you don't like the options you've been presented, look for another option". We can apply that same thinking to the art of goal setting, and achieve success instead of frustration.

Exercise

Determine what you want to achieve and what steps you want to do to achieve that result or goal. Have an accountability partner hold you accountable for rewarding yourself for accomplishing the result you want.

1. Write 3 things you *want* to accomplish this week (these are your goals, but goals you want).
2. Pick the thing you **most want** to accomplish.
3. Write 3 things you *want* to do to achieve this desire (these are your tasks).
4. Pick one thing you consider a reward or treat – you will give yourself if you accomplish step 2.
5. Pick one thing you consider a non-reward – you will use to motivate yourself in case you don't finish step 2.
6. Ask your accountability partner to hold you accountable for step 4 or 5.



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What I Want This Week

3 things I want to achieve this week...

#1

#2

#3

The 1 thing I want to do most this week (from the list above)

Most wanted

3 things I want to do to achieve this one most wanted thing

#1

#2

#3

Something I consider a reward is...

Reward

Something I consider a non-reward is... (Perhaps a chore or activity)

Non Reward