

LEARN THE SCIENTIFIC
DISCOVERIES THAT WILL
REVOLUTIONISE THE WAY YOU
SET AND ACHIEVE GOALS.



THE SCIENCE OF
GOAL SETTING

THE LAST GOAL SETTING
PROCESS YOU WILL EVER NEED!

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INTRODUCTION

If you are reading this, this probably isn't the first time you have set goals.

The benefits of goal setting have been taught for thousands of years. Aristotle, the ancient greek philosopher, talked about *TELOS*, a purpose to behaviour, an end result. Today, Amazon has almost 10,000 goal setting related products listed.

Goals work.

However, they could be better. A lot better!

Over the last few decades, scientists have been researching the goal setting process, why it works, and importantly, how to make it more effective.

This program, the Science of Goal Setting, combines the key findings from science into a practical, easy-to-follow process that will result in you setting goals that scientifically set you up for success!

The Science of Goal Setting is the last goal setting process you will ever need.

That isn't to say this is the last time you will ever set goals. No, you need to regularly revisit your goals to ensure the path you are travelling is still in alignment with the life you want to lead.

Instead, this program will be the last process you ever need. If you follow this process every time you set your goals, you will know that the process you are following has been based on the best scientific research from fields such as psychology and neuroscience.

And yet, this program retains the excitement and motivation that accompanies goal setting. When you dream a bigger and better life for yourself, and can see a clear path on how to get there, a fire is lit inside of you. Your job is to nurture that flame, to never let it get extinguished, and to use that fire to drive you every day to move in the direction of that possible, or should I say inevitable, future.

Welcome to the Science of Goal Setting. Let's get started!



Why Goals Work

Ever wondered what it is about goals that make them so powerful at helping us get what we want?

What the research shows is there are 4 main effects that goal setting has on us:

1. Goals Direct Attention

With so much information bombarding us each day, it can be difficult to know what to pay attention to. By setting goals, we are able to filter more effectively superfluous noise and avoid being distracted by shiny things designed to grab our attention. In psychology, it is called the Reticular Activating System (RAS), a function of the brain that makes it easier for us to identify important information. When programmed by goals, the RAS filters out more of the non-relevant information, making it easier to focus on goal-related information and behaviour.

2. Goals Energise Us

Ever noticed how much work you can get done on a Friday before a holiday? Having a goal allows us to tap into an energy source that doesn't seem to be available to us normally. When we are excited by and focused on our goals we are more energetic, more vibrant, more alive. Have you ever met someone who is super passionate about something? How much energy and intensity does that person have? Goals help you develop that intensity and energy to get the goal achieved.

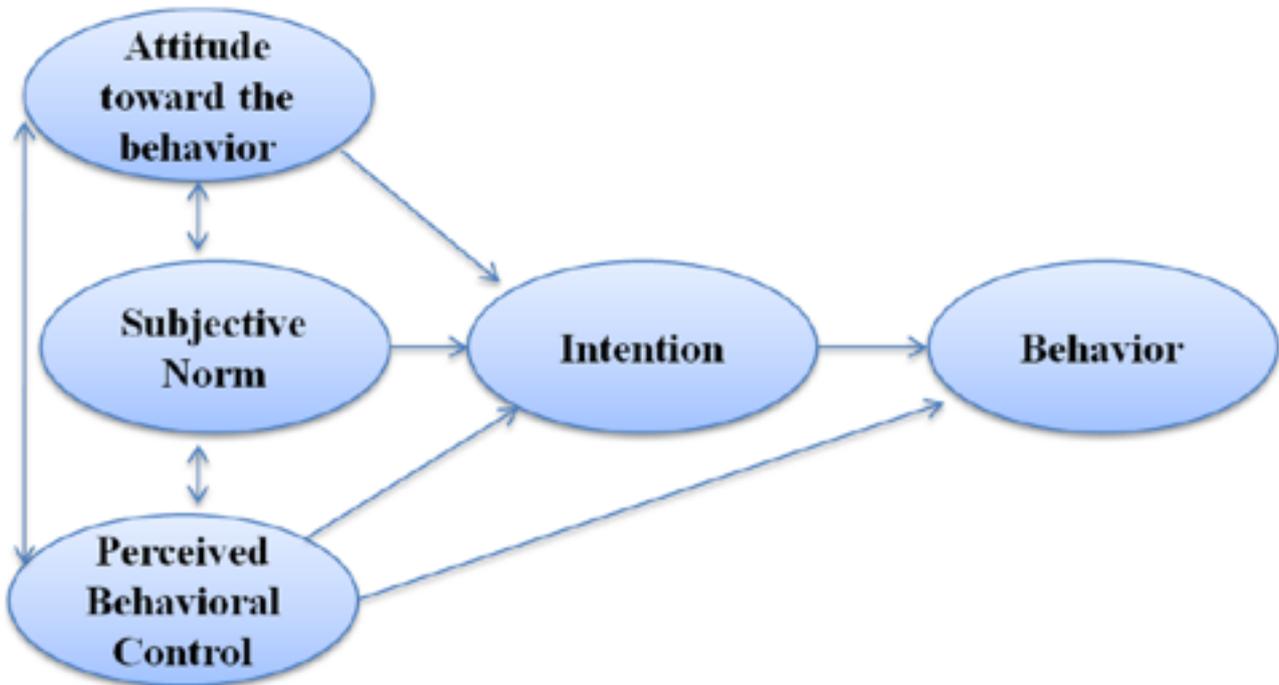
3. Goals Affect Our Persistence

If something is important to us, we will work harder to overcome resistance. So many people drop out on the journey to success, it is often just those that keep going that win the race. Big goals are tough, and there will definitely be hurdles along the way.

4. Goals Encourage Knowledge Discovery

If you want to accomplish something new, you are either going to need to learn new skills, or figure something out by applying the skills you already have. Without goals, when this roadblock arises, it is easy to use this as an excuse for not succeeding. However, with a goal, the question in your mind changes. Instead of "can I?", you ask yourself "how can I?". Now, you can either go and discover that skill for yourself, or transfer skills from other areas of your life that will prove vital in achieving your goal.

Theory of Planned Behaviour



Developed by psychologist Icek Ajzen in 1985, the Theory of Planned Behaviour is a great model for helping us to understand how goal setting works, and some of the essential components that contribute to our success.

This model is also essential as it highlights the gap between intentions (*our goals*) and behaviour. It is important to realise that wanting our goals and visualising them is not enough. We have to be prepared to engage in the actions and activities that are going to bring those goals into our reality.

Essentially, the more aligned each of the elements, the easier it will be to engage in that behaviour.

Are our attitudes and values about the goal in alignment? Is our subjective norm, the environment and people we surround ourselves with, one that will support our vision for ourself? Do we feel we have control over the majority of elements in the process, and do we believe we are capable of making this happen ourself? If so, we stand a far better chance of going from intention to behaviour.

Notice Perceived Behavioural Control effects both our goals and our behaviour. The biggest component of this, self-efficacy, is vital to our success and will therefore feature heavily in this program.

Attitudes & Values

The way your values are aligned will determine the areas you invest your time, money and energy. Whatever is most important in your life will almost always be prioritised over those lesser values, and this will influence all of your decisions.

Our values are developed throughout our lives, and change as we go through different phases of our life. However, we can also change the hierarchy of our values so that we are able to consistently make choices that are more in line with the person we want to be.

In this exercise, we will explore our current values and their hierarchy, and also identify any values that it may be useful to adopt.

If you are wondering what values are, they are typically feelings or emotions we like to experience. Usually expressed as a single word or short phrase, they are typically the feeling we hope we will experience if we engage in a particular behaviour.

For example, if I value "*feeling loved*", I might choose to invest heavily in my personal relationship. However, I may also avoid sales cold calls as this is likely to lead to rejection, the opposite of feeling loved. So as you can see, values encourage us to engage in, or avoid, certain behaviours.

Attitudes & Values

Check out below the list of 100 of the most common values.

<i>Abundance</i>	<i>Energy</i>	<i>Joy</i>	<i>Prosperity</i>
<i>Achievement</i>	<i>Entertainment</i>	<i>Knowledge</i>	<i>Punctuality</i>
<i>Adventure</i>	<i>Environmentalism</i>	<i>Leadership</i>	<i>Recognition</i>
<i>Affection</i>	<i>Excellence</i>	<i>Longevity</i>	<i>Recreation</i>
<i>Ambition</i>	<i>Extroversion</i>	<i>Love</i>	<i>Reflection</i>
<i>Audacity</i>	<i>Faith</i>	<i>Loyalty</i>	<i>Respect</i>
<i>Balance</i>	<i>Family</i>	<i>Making a difference</i>	<i>Responsibility</i>
<i>Being the best</i>	<i>Fidelity</i>	<i>Meaning</i>	<i>Security</i>
<i>Celebrity</i>	<i>Financial</i>	<i>Mindfulness</i>	<i>Sensuality</i>
<i>Certainty</i>	<i>Fitness</i>	<i>Modesty</i>	<i>Service</i>
<i>Challenge</i>	<i>Focus</i>	<i>Motivation</i>	<i>Significance</i>
<i>Charity</i>	<i>Freedom</i>	<i>Nature</i>	<i>Sincerity</i>
<i>Community</i>	<i>Friendship</i>	<i>Nonconformity</i>	<i>Spirituality</i>
<i>Competition</i>	<i>Fun</i>	<i>Open-mindedness</i>	<i>Spontaneity</i>
<i>Conformity</i>	<i>Gratitude</i>	<i>Optimism</i>	<i>Strength</i>
<i>Connection</i>	<i>Growth</i>	<i>Organisation</i>	<i>Success</i>
<i>Contribution</i>	<i>Happiness</i>	<i>Peace</i>	<i>Teaching</i>
<i>Control</i>	<i>Health</i>	<i>Perfection</i>	<i>Teamwork</i>
<i>Creativity</i>	<i>Honesty</i>	<i>Philanthropy</i>	<i>Thankfulness</i>
<i>Determination</i>	<i>Independence</i>	<i>Playfulness</i>	<i>Uniqueness</i>
<i>Discipline</i>	<i>Individuality</i>	<i>Popularity</i>	<i>Variety</i>
<i>Diversity</i>	<i>Inspiration</i>	<i>Power</i>	<i>Vitality</i>
<i>Drive</i>	<i>Integrity</i>	<i>Pragmatism</i>	<i>Volunteering</i>
<i>Economy</i>	<i>Intelligence</i>	<i>Pride</i>	<i>Wealth</i>
<i>Education</i>	<i>Intimacy</i>	<i>Privacy</i>	<i>Wisdom</i>

Additional Values?

Are there any values that are missing from your hierarchy? Can you identify any values that you would like to include that would help you live a life more in line with your vision for yourself? Write these additional values in the space below.

When it comes to adopting values, one way we can do that is by modelling others. Who can you think of that reflects the overall values hierarchy you would like, or really exemplifies particular values. For example, maybe Mohammed Ali is a great example for the value *'confidence'* or Picasso for *'creativity'*. List below some of your values role models. These people will become important later in the process too.

Self Efficacy

Self Efficacy plays an important part in both the goal setting process as well as ensuring you follow through with your goal-directed behaviour. Developing your self efficacy is essential in being successful in achieving your goals. There are 4 main areas to build self efficacy.

Performance Accomplishments

By experiencing small wins regularly, we are able to build momentum and positive self-belief. By breaking goals down into smaller, manageable chunks, you will experience more performance accomplishments than just one big one at the end. Building a business? Set the goal of getting your first client. Want to run a marathon? Challenge yourself to run 5k next month. When starting a new goal, make it possible to feel successful quickly and regularly, especially early on.

Vicarious Experience

By modelling others, we are able to absorb some of their self efficacy. If it is possible for someone else, it has to be possible for you too. Model someone who is one or two steps further than you down the road, as well as those who have already reached the peak. Sometimes the strategies used by the best aren't effective for those on the rise. Maybe you can't shoot like Michael Jordan when you first start playing basketball, but you can model his work ethic and attention to detail that got him to that very top level.

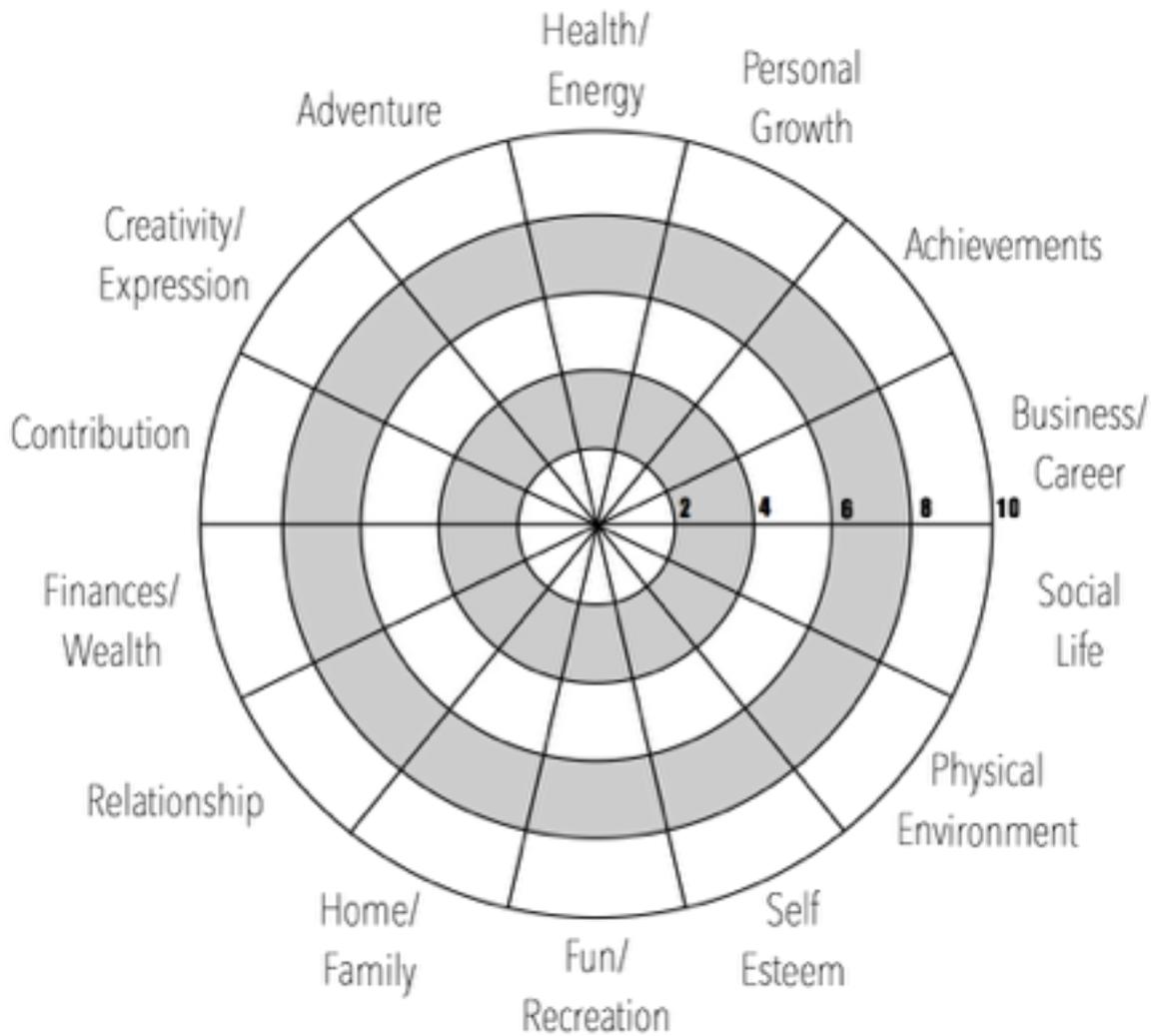
Verbal Persuasion

If enough people tell you enough times that you can do it, after a while you have to believe them. Alternatively, having the right person tell you once can be enough. Find a way to listen to inspirational stories, audio programs or podcasts that fill you with positivity and belief. Get a coach that will challenge you and motivate you in the perfect balance. Program your mind with positive messages.

Emotional Arousal

Have you ever listened to a piece of music or watched a movie and suddenly felt totally inspired? Getting into the zone, putting your game face on, psyching yourself up... whatever you call it and however you do it, find a way to fill your body with energy and belief. With that amount of energy, passion and emotion, you are able to achieve anything you set your mind to.

Areas for Goal Setting



The Wheel of Life exercise provides an interesting look at areas of our life. Typically we score higher in areas that we are investing our energy into and lower in those areas that just aren't as important to us.

While we are not necessarily looking for perfect tens across the board, if we notice an area that we aren't being so successful in, perhaps this needs to be the focus of at least one goal?

To complete the exercise, give yourself a score out of 10 for each area of life, and shade that section of the wheel accordingly. At the end, you will have a wheel that represents how successful you feel you have been in each of those sections of your life. Enter these scores into the box on the next page.

Areas for Goal Setting

Check out the box below, and enter your scores from the Wheel of Life exercise.

Next, score where you would like to be in 12 months time.

If there is a big difference in the scores, this would usually signify an area you want to experience greater levels of success. When we start writing out your goals, think about including goals that will help you get better results in these key areas.

	Now	in 12 months
Health & Energy		
Personal Growth		
Achievements		
Business / Career		
Social Life		
Physical Environment		
Self Esteem		
Fun / Recreation		
Home & Family		
Relationship		
Finances / Wealth		
Contribution		
Creativity / Expression		
Adventure		
Total		

Types of Goals

Martin Seligman gave a TED talk in 2004 on how positive psychology was shifting the focus of research towards identifying ways we can all experience more in life. Rather than focussing on reducing depression, addiction and other negative states, attention turned towards identifying ways of increasing happiness, positive emotion and living a good life. By understanding that experiences and behaviours impact our enjoyment, we can start to set goals that really impact the quality of our life.

Positive Emotion

It is important to find simple pleasure and enjoyment in the things we do. Whether it is driving a nice car, wearing designer clothes or eating the best food, there is something good about those experiences. We should definitely aim for more of those experiences in life, but also need to learn how to appreciate those too. We quickly adapt to new standards, and so basing the happiness of our life on this aspect alone results in a hedonic treadmill where we are always looking for the next level up. Therefore, practice appreciation, mindfulness and gratitude to really make these experiences count.

In the goal setting exercise, we will refer to these as HAVE goals.

Flow & Engagement

We have all had experiences where we have been so caught in the moment that time has stopped still. In those moments, you have boundless energy, intense focus and complete enjoyment and engagement. It is only when these moments end that you realise how great they were, as at the time, you were too engrossed to even realise. What are the things that really put you into flow? Is it playing a sport? Is it taking photographs in nature? Flow experiences will typically happen when your unique skills are being activated in a fun yet challenging environment, and this is a large contributor to overall happiness.

In the goal setting exercise, we will refer to these as DO goals.

Meaning

Doing things that have a meaning beyond your enjoyment is, perhaps ironically, what brings us the greatest level of happiness. If you ask people to spend a whole day washing clothes, that might be a nightmare, until you tell them these clothes are going to a homeless shelter. This is why people are happy to run marathons or jump out of planes to raise money for charity. How can you make your efforts mean something? How does what you are aiming for create a legacy of some kind that is bigger than you? This aspect of life is the one that most significantly contributes to your overall happiness in life.

In the goal setting exercise, we will refer to these as BE goals.

Moderators

In order to give ourselves the best possible chance for success with our goals, we have to realise there are additional factors that act on our behaviour indirectly, called moderating factors. By incorporating these factors into our goals, we give ourselves the best possible chance for success.

Goal Commitment

Commitment is a combination of importance and self-efficacy. If something is in alignment with our values, and we believe that we are capable of making it happen, we will be far more committed to our goal. Either set goals that you are congruent with, or find a way to become more aligned from a values perspective. Then, make sure you are building your self-efficacy and belief in yourself.

Feedback

Getting feedback on your progress is essential. It may not always be a pleasant experience, but having a way to help you identify your blindspots and provide a sounding board is essential. Make sure you filter the feedback and seek out sources you respect as not all feedback is useful. Sometimes feedback can be verbal, say from a trusted advisor. Other times it may be measurable, such as the number on a weighing scale or on your Google analytics dashboard. When you set your goals later, be sure to identify your feedback mechanism.

Complexity

Bigger goals may seem exciting, but this can quickly become daunting if you do not break these visions down into smaller, bite size chunks. However, don't make your goals so easy that they do not provide any challenge or excitement. Make sure the goal has a good balance of being complex and challenging as well as being achievable. Part of the journey of reaching your important goals is the self growth you go through on the way, so make sure you are having to grow in some way to make your goals happen.

Know Your WHY

Below, write out your WHY for three of your most important goals. Why are these so important to you? Why are you committed to making these happen this time? Why is this time different to other times you may have tried? Why do you have to make these goals become a reality for yourself? What will that mean?

Goal 1:

The reasons Why this is important to me are:

Goal 2:

The reasons Why this is important to me are:

Goal 3:

The reasons Why this is important to me are:

Know Your HOW

Write out three of your BIGGEST goals below and break these down into smaller, more actionable steps. Big goals require us to build momentum with smaller steps first. Think of three big goals below, and then make a list of smaller action items that will allow you to build momentum and evermore self-belief.

Goal 1:

The action steps I can take to get there include:

Goal 2:

The action steps I can take to get there include:

Goal 3:

The action steps I can take to get there include:

Self Efficacy

Self efficacy is such an important part of the goal success program, we are going to cover it again. However, now you have your goals set out, we will make this more practical. If you need a reminder of the terms, revisit the earlier sheet which explains each of them.

Use the space below to write out some practical applications for each area of self efficacy development.

Performance Accomplishments

Vicarious Experience

Verbal Persuasion

Emotional Arousal
