

The background of the image is a close-up, slightly angled view of a laptop keyboard. The keys are a light grey color with dark grey lettering. A large, solid black rectangular box is centered over the keyboard, containing the main title in white text. At the bottom of the image, the brand name 'PTKIT' is written in a large, bold, black font, partially overlapping the keyboard keys.

THE ULTIMATE GUIDE TO SETTING GOALS

PTKIT

“You are what you do everyday”

We're not sure who said this first, but we say it a lot

Setting goals gives you long-term vision and short-term motivation. It focusses your mind on what you want to achieve, and how to achieve it.

Without setting goals and creating a plan, it's easy to delay; I'll start tomorrow... I'll start in the new year...

We'll go as far as to say, if you use tactics like this to delay working towards your goals, you **WILL NEVER** achieve them.

Most of us will have some goals in mind, lose weight, run a marathon, hit a PR. But do you know how you are going to achieve them?

You should also make sure that your goals are relevant to **YOU**. Don't look at somebody 'you want to be' and use their goals as your own.

This guide will help you to set goals that you can achieve, and give you a process that means you **WILL** achieve the.

Let's do this!

The first step in achieving your goals is to define what they are, what do you want to achieve?

Arguably the most important step in achieving your goals, but we'd also say, the easiest.

SMART is a framework commonly used for setting goals, why reinvent the wheel...

SMART is an acronym for criteria to ensure that goals are clear, specific, and achievable. Here's what each letter in SMART stands for:

Specific

Goals should be clear and specific, avoiding vague language. Clearly define what you want to accomplish, answering the questions: What, Why, and How.

Measurable

Goals should be quantifiable, allowing you to track progress and determine when you have successfully achieved the objective. Include concrete criteria to measure success.

Achievable:

Goals should be realistic and attainable. While it's good to set ambitious targets, they should still be within reach and not so challenging that they become demotivating.

Relevant

Goals should be relevant and aligned with your overall objectives. Ensure that they matter to you and are consistent with your broader plans and values.

Time-Bound

Goals should have a specific timeframe or deadline. This adds a sense of urgency and helps prevent procrastination. It also allows you to evaluate your progress and make adjustments if necessary.

Here are examples of a non-SMART goal, and the SMART version:

Non-SMART Goal:

"I want to get in shape"

SMART Goal:

"I will lose 10 pounds in the next three months by exercising for 30 minutes every morning, eating healthy food, and maintaining a 500 calorie deficit each day."

We like to go the extra mile, so we're going to make your goals smart**ER**...

By adding Evaluate and Reward to SMART goals, we see a huge increase in people actually achieving their goals.

Evaluate

Each week, review your week and give yourself an honest score on well you have done. Did you stick to the plan? Have you noticed any change? Is your goal still relevant or does it need updating?

Reward

Throughout the process you should set mini-milestones that allow you to see yourself making progress, each milestone you reach, give yourself a little reward. But don't allow a reward to send you off course. If your goal is to lose weight for example, perhaps 5 kgs over a period of time, for each 1kg you lose, maybe buy a new gym top.

Time to set your goals... On the next page you'll find a guide to write your goals and an example below.

I will Lose 5kg

When By 31st May

By Sticking to a 500 calorie deficit every day

Goal 1

I will _____

When _____

By _____

Goal 2

I will _____

When _____

By _____

Goal 3

I will _____

When _____

By _____

“A goal without a plan is just a dream”

Paraphrased from Antoine de Saint-Exupéry

Now you have your goals, you need a plan to make it happen. It's too easy to write a goal and think that the goal is done, in truth, the work starts now.

What do you need to do today to get closer to your goal?

What needs to happen by the end of the week?

What barriers might you come across?

If your goal is to lose weight, what calories and macros will you stick to each day? When will you buy your groceries? When will you cook your meals?

If your goal is to hit a sales target, how many calls will you make, or emails will you send today? How many quotes do you need to send this week? When will you follow up with leads?

On the next page is a template you can print and write down your goal, and the daily/weekly non-negotiable tasks to make sure you achieve your goal.

Remember to include a weekly review.

Daily Non-Negotiables

1	-----
2	-----
3	-----
4	-----
5	-----
6	-----

Weekly Non-Negotiables

1	-----
2	-----
3	-----
4	-----

- 1** It doesn't matter where you start, it matters where you're going
- 2** Don't set too many goals, 1-3 ideally, 5 maximum
- 3** A goal without a plan is just a dream
- 4** Write out your goals and keep them where you will see them every day
- 5** Only tell a small group of supportive friends your goals
- 6** Be consistent, every day should get you closer to your goal
- 7** If you stray off course, don't beat yourself up, accept it and get back on track ASAP



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