

## 5 Reasons Most People Fail at Goal Setting

Have you set any goals in your business or for your life that you just haven't managed to accomplish? Or, maybe you started to set some goals but never went back and finished them or checked to see if you really accomplished them? Many people avoid setting goals because they tried it once and when they didn't achieve them, they decided goal setting just doesn't work.

The fact is the people who are most successful in the world are avid goal setters. They are driven to accomplish what they set out to achieve and they know what they are aiming for. That is what goal setting really does for you – it gives you a clear target to aim for. You are much more likely to hit a target if you have one to aim for.

So, why don't goals work for most people? The reason goal setting fails is because the goal setter has not followed the steps necessary to establish clear, focused goals that create a roadmap for success. Here are the five reasons most goals don't work and how you can avoid these mistakes to create powerful goals that lead you to the wealth, success, happiness and prosperity you seek.

1. Generic goals - many people set very generic goals that do not create a vision of what they are trying to accomplish. Goals such as, "buy a new house," "increase my profits," "save money for vacation," do not inspire action and do not give you a specific target to achieve. If you want to buy a new house then set a specific goal for what kind of house you want to buy, where it is located, how much it will cost, what it will look like, how big it is and what amenities it has. Create a very clear picture of what you want and write your goal accordingly. Determine what your goals are and **BE SPECIFIC**. That is the key to avoiding the mistake of generic goals.

Be as specific as possible. Create a clear vision of what you are aiming for. Whatever it is, be specific when setting the goal. If you are trying to increase the profits of your business – decide exactly how much more you want to produce. Pick a dollar amount or a percentage increase you are determined to make. If you are planning a vacation and want to save for the vacation, then determine an exact amount, where you will go and what you will do.

No matter what the goal is, the more specific you are the better chance you have of achieving it. Why? Because the more clearly you define what you want the more solidly it will be locked into your subconscious mind. Locking your goals into your subconscious is a critical component of achievement. Once you have created a clear vision of the goal and locked it into your subconscious then you will find that the actions you take tend to lead you toward the accomplishment of the goal.

2. Inability to measure results – if the goal you set does not allow you to measure your progress then how will you know if you are getting closer? Specific goals will make it

much easier for you to measure progress. Generic goals that cannot be measured are doomed to fail. Measuring your progress allows you to make adjustments along the way so you stay on track. Make your goals measurable and they will be more powerful.

3. Setting unachievable goals – if the goals you set are so outlandish that you simply cannot reach them in a reasonable time period then you will become discouraged and give up. Establish stretch goals but not unachievable ones. It is good to establish goals that make you learn and grow and challenge you to reach them. However, don't hurt your chances of succeeding by being unrealistic. Strong goals are those that are realistic and achievable.
4. Setting goals that are not relevant– make sure the goals you set tie into your long-term plans and mission for your career and life. Too many times people set goals that sound good in the moment or are relevant to someone else's plans but not yours. Make sure your goals support what you are trying to accomplish or else why pursue them at all? Don't waste your time chasing unimportant goals.
5. Not setting a timeframe for achievement – if you set goals that are not time bound then it is easy to let yourself off the hook and not take action. Setting a timeframe to meet the goal creates an accountability to take action. It also allows you to adjust your activity and make corrections along the way. If you create a goal to save enough money for a dream vacation in June three years from today then you can regularly check your progress and adjust as needed. If you didn't set a timeframe and waited until you were ready to go then you may be surprised by not having the money and have to delay your dream. That would be a shame.

Avoid these five common mistakes and you will find that you accomplish more than you thought possible. Another important point is to make sure you put your goals in writing. Once you commit your goals to paper they move from a thought to an action and you create a commitment. Share them with someone else and the accountability increases dramatically.