



**13.5%**  
*increase*

**1000+**  
*studies*

**50%**  
*more likely*

**10-25%**  
*improvement*

**25%**  
*higher*

**1500**  
*thoughts*



### Performance

Goal setting improves performance by at least 10%–25%.



### Visualize

... yourself achieving your goal for a 13.5% better outcome than just putting in work.



### 1000+ studies

... show there is a correlation between goal setting and work performance.



### Shared

There's a 25% higher chance of success when you share your goals with others.



### Written

People who write down their goals are 50% more likely to achieve them.



### 1500 thoughts

Goals 'held' in the mind get jumbled up with an avg of 1500 thoughts/min.

## GOALS & YOUR BODY:

### Dopamine

Dopamine is released when you set goals and accomplish them, which motivates you to keep repeating this occurrence.

### Inflammation

Without dopamine, stress increases inflammatory cytokines which contribute to cancer, autoimmune disease and heart disease.

### Happiness

Focusing on intrinsic goals that play to your natural strengths increases happiness (vs on extrinsic goals which decreases it).

## Effective goal setters:

- Teams who goal-set see a 28% higher same-year operating margin.
- Athletes who set performance goals (goals they can control) are more successful than those who set outcome goals (can't control).



- 69% of high-performing companies rank communicating goals as the most effective way to build a team.
- Olympians set an audacious BFHG - Big Fat Hairy Goal - with total clarity around the level of dedication it will require.



### *Specific*

State exactly what you want to accomplish (Who, What, Where, Why).

### *Measurable*

How will you demonstrate and evaluate the extent to which the goal has been met?

### *Attainable*

Make sure the goal is challenging yet within your ability to achieve the outcome.

### *Relevant*

How does the goal tie align with both your personal and professional objectives?

### *Timely*

Set one or more target dates to guide your goal to successful and timely completion.

**GOAL 1:**

**GOAL 2:**



[Click here to achieve your SMART goals with an AI coach to help >>](#)