Most goals don't fail at the finish line. They fail the day you write them down.

You wrote down a wish, not really a goal. Most goals fail for the same five reasons: they're too vague, too external, not tied to who you are, nobody planned for the obstacles, and they never got broken into steps you can actually take. That's not a character problem. That's a structure problem.

1 START YOUR GOAL WITH WHO YOU ARE.

Your core values aren't what you wish you were. They're what shows up when no one's looking. Every goal starts with four words: "Because I am ___." Then close it with the other side of the coin: in order to experience what? Not the company, not your boss. You.

TAKEAWAY · **A goal that matches who you are is a goal you'll keep chasing.**

2 NAME THE ROADBLOCK BEFORE IT NAMES YOU.

You already know what's going to get in the way: the busy season, missed deadlines, the night you're too tired. When you name that obstacle in advance, it loses its power to derail you.

TAKEAWAY · **If you don't name the excuse up front, it will own you in the end.**

3 MEASURE THE GAP IN ONE NUMBER, THEN TAKE ONE SMALL STEP.

Your brain can only close a gap it can see. Measure where you are and where you're going in the same number. Then break it down: one monthly step, one weekly step, and one push task.

TAKEAWAY · **You can't close the gap you're not measuring.**

> **When your goal starts with who you are and ends with what you'll experience, you're not chasing a wish anymore. You're chasing a gap on purpose.**

FREE WORKSHEET · WHY MOST GOALS FAIL

Build a goal that fits you.

Take one goal you're already chasing. Work it through all three steps, then write it as one sentence.

1 WHO YOU ARE & WHAT YOU'LL EXPERIENCE

BECAUSE I AM (CORE VALUE)	IN ORDER TO EXPERIENCE (FOR ME)

2 NAME THE ROADBLOCK

What's the most likely reason I won't do this? And what will I do when it shows up?

3 MEASURE THE GAP & TAKE ONE STEP

WHERE I AM (BENCHMARK)	WHERE I'M GOING (SAME NUMBER)

☐ **Monthly step:** _____ ☐ **Weekly step:** _____

☐ **Push task (<20 min):** _____

THIS WEEK · ONE SENTENCE

Because I am ___, by ___ I overcome ___ to bridge a gap from ___ to ___ in order to experience ___.

Start with who you are. Measure the gap. Take one step.

LIFEPULSEINC.COM | @LIFEPULSEINC