

# The Science of Goal Setting



“A goal casually set and lightly taken will be freely abandoned at the first obstacle.”

**Zig Ziglar**

**Goal:** the end toward which effort is directed

**Webster’s On-line Dictionary**

# Objectives

- Goals and Your Brain
- Key Components
- Setting Goals
- Are you Alice in Wonderland?
- Your Road Map for Goal Setting
- Get Busy!
- Useful Tools

# Goals and Your Brain...

- Setting goals is a conscious activity
- Will power is a conscious activity
- 5/6<sup>th</sup> of your brain power is NOT conscious
- 95% of our behaviors are unconscious and automatic – also know as “habits”
- Long term behavior changes come from moving them from conscious to unconscious thoughts



# Key Components

- It takes 21 to 30 days to form a habit
- Repeat the action over and over until it goes from the conscious to the subconscious
  - The act of re-writing your goal everyday can be one of these actions which then causes you to think about your goals each day.
  - Using the power of your thoughts helps you advance your goals into reality.
- Make goals specific
- Believe in yourself and your awesome ability to achieve the goal

# Setting Goals

## Questions to ask yourself:

- What do I need to change in my life?
- Where have I been successful so far?
- What are my failures?
- What have I yet to accomplish?
- What are my fears?
- What motivates me?
- How do I define success?



# Are you Alice?

“Would you tell me, please, which way I ought to go from here?”, said Alice

“That depends a good deal on where you want to get to”, said the Cat

“I don't much care where...”, said Alice

“Then it doesn't matter which way you go”, said the Cat

**Lewis Carroll from Alice's Adventures in Wonderland**

# Your Road Map for Goal Setting

- Put it in writing
- Put a date on it
- List the obstacles
- Identify the people, groups or associations you need to reach your goal
- Make a plan of action *with a time limit*
- Know the benefits of accomplishing the goal
- Sometimes “winging it” can be great



# Get Busy

- You are your own worst enemy
- Hard, hard work
- Perseverance
- Re-motivate yourself every day

# Useful Tools

- Calendars
- Journals
- Sponsor
- Reward system
- Visual reminders

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