

DESIGNING AN AMBITIOUS GOAL

Give your brain something to focus on
and set yourself an ambitious goal.

Stop waiting for things to change and start
designing the life of your dreams one
ambitious goal at a time.



Step 1: Brainstorm

What goal do you want to focus on this year? Do you have a goal you would be thrilled to accomplish, but you haven't been going after?

Make a list with goals you would like to focus on. It can be anything. Let your mind explore without shutting anything down.

Brainstorming List:

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Step 2: Target

Pick just one goal. Don't take a lot of time here, and don't let your brain indulge in confusion or indecision. Any goal worked at for a year will do the job of growing you. Make sure the goal is very specific, measurable, and results oriented. Know WHY this goal is so important to you.

Don't freak out if the goal feels too ambitious. If it's a true desire, it's worth working toward because the process will be worth it and the goal is meaningful to you.

My ambitious goal:

Date it will be accomplished by:

Exact result when it is accomplished:



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Step 4: Winning Strategies

Now it is time to design strategies to overcome your objections and obstacles. Think of someone who could accomplish this goal, or who already accomplished it.

What qualities do they have that you need to develop?

How do they think differently than you?

What do they do that is different from what you do?

What type of person do you need to become to accomplish this goal?

Now, embody this new version of your future self who has already accomplished this goal. Go back through your obstacles and ask your future self how you overcame each obstacle. Take your time, go through each obstacle, and write a clear strategy for how each one can be overcome.

Obstacles:

Winning Strategies:

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Brainstorm actions you can take as you attempt to achieve your ambitious goal.



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Action Taken:

Result:

*Thoughts you are having
that get in your way:*

*Thoughts you want to intentionally
have to achieve your goal:*



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coaching support while
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