



Why You Won't Reach Your Goals

I've got some bad news... you aren't going to reach your goals. Why? Unfortunately, there are many reasons.

Goals are set all the time. In fact, you probably set them on a regular basis but, often, those goals are rarely reached. They end up unfinished, ignored or worse... simply forgotten. There are many reasons that goals go unfulfilled. Maybe they were never clearly defined. Maybe the discipline was not there. For most, goal setting is a never ending circle that starts, stops, and begins again. (Usually, centered around New Year's Eve.)

To help us succeed in reaching our goals, let's examine the reasons why many people fail at reaching them.

You Don't Have Any Goals to Being With

Wayne Gretsky famously said, "You miss 100% of the shots you don't take."

The same can be said of goals. You will not reach 100% of the goals you don't set. Woo-hoo! Great job! YES, I'm good!

Too many people are afraid to "set" their goals, afraid of failing, afraid of disappointment, afraid of what others might think or worse think that setting goals is stupid.

This is actually horrifying to me because it means that you believe you have absolutely zero control over your life. That stuff just happens and you have to deal with it. I don't believe this and I believe that we all have choices in life. It's those choices that take you where you are and where you will be in the future. Make a choice and set your goals. Otherwise, you will end up wherever life takes you.

You Don't Start

OK, so you have a goal. What have you done about it? Have you started it yet? What are you waiting for?

Tomorrow is always tomorrow. Start today. Procrastination is responsible for the demise of many goals.

You Aren't Willing to "Buy" Your Goals

What, "buy my goals?" Yes. You have to **buy your goals**.

Why? Because every goal has a price, it has a **cost**; time, money, sweat and sacrifice. You will have to "pay" for your goals in some manner. If you are not willing to make the investment, then you will definitely not reach your goals.

Determine what your goal is going to cost you, and whether or not you're willing to pay the price.

Your Goals Are Unrealistic

Setting goals are important, but ensuring that they are **possible** is important too. If you set your goals impossibly high, then you are not grounded in reality. Yes, that's right you're living in fantasy land. Like, losing 30 lbs. in 30 days is not ~ realistic.

Make sure that your goals are possible and that you set an adequate time frame for success. I work with a personal trainer and she has clients who become frustrated with their lack of immediate results. Everyone wants it yesterday. You have to ask yourself, how long did it take me to get into the shape I'm in today? That will give you some idea of how long it will take to get it off.

You Don't Have A Plan or Strategy

We can all come up with what we want....I want a new car, I want to lose 20lbs, I want to be financially independent oh, and I want world peace. But "how" will you do it? What's the plan? Once you set a realistic deadline, work backwards, what will you have to do on a monthly, weekly, daily basis in order to reach that goal? This is the reason I see most often. The strategy is missing.

You Won't Stick With It

Over half of goals will be given up within 30 days. Again I use the example of the gym. Every year the place is packed in January but before February comes around its back down to where it was before New Years. All those people with good intentions but can't stick with it.

You set your goals. You started them. And then... you gave up. You didn't have the discipline to stay the course. Are you using life's daily stuff as excuses?

"Excuses are the enemy of discipline."

Goals are not reached through one momentous effort. Rather, they are made in small steps over time.

They Are Not “Your” Goals

Why did you pick the goals you set? Is it something that you wanted to accomplish? Or is it something that others wanted you to do, something that was expected of you? If your goals are not your own, you will not have the passion and drive to complete them. Too often, we put goals on our plate that are not our own. In these cases, we are destined for failure. Ever had your “goals” handed down to you from corporate? (grin)

Ensure that your goals align with your own values and dreams.

You Will Fail... and You Won’t Get Back Up!

No one succeeds immediately. Overnight success is a myth. Those who appear to have effortlessly succeeded have usually put in years of preparation and practice and are just telling you a good story. *Years.*

The secret is that when you fall down... you have to get back up. You have to fall down many times before you will succeed. Skill is learned by doing and failing and doing it some more.

You Quit Before the Finish Line

Too many people stop... right before the finish. It’s almost like they don’t want to get there. They are afraid of succeeding. Often a life event is used as the reason for not finishing. Something always comes up before you finish. You get sick. An emergency occurs. Unforeseen events happen. (Life always does...)

Don’t let “life” be the reason your do not attain your goal.

Are you reaching your goals? Which of these examples is keeping you from succeeding? Are you “paying the price” for your goals, or are you simply letting life take you where it goes? Set your goals. Stay the course. Always get back up when you fail. And make sure you cross the finish line.

What is stopping you from reaching your goals? What do you need to overcome?