

Goal Setting



That Notion

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Thank you for your interest in coaching and taking the first step by downloading this goal-setting workbook! I'm excited for you to explore the ideas and tools within these pages. If at any point you have questions or want to discuss your goals further, I'm here to help. Don't hesitate to contact me or book a no-obligation, free discovery call to see how coaching with **That Notion** can support your journey.

https://calendly.com/that-notion/20_min_discovery_chat

INTRODUCTION

Welcome to your guide on goal setting, designed to help you navigate times of change—whether you're transitioning careers, facing job loss, or simply feeling the need for a fresh start. This workbook is more than just a list of tips; it's an interactive tool to help you create a clear roadmap for your future. We'll explore goal setting through both a practical and scientific lens, blending tried-and-true methods with insights from well-being and science behind habits, to ensure your journey is not only effective but also sustainable. Achieving your goals doesn't happen overnight, but with the right tools and mindset, you can create lasting change. By the end of this workbook, you'll have a solid action plan and a deeper understanding of how to keep yourself motivated and on track. Let's get started!

UNDERSTANDING GOALS: ACHIEVABLE, RELEVANT, AND REALISTIC

One of the biggest mistakes people make when setting goals is aiming too high without considering their current circumstances. While dreaming big is important, it's equally crucial to ensure your goals are achievable, relevant, and realistic. These three criteria form the foundation for effective goal setting.

Achievable goals are those within your reach, considering your time, resources, and abilities. It's essential to recognise where you are now and what's realistically possible in the short term. Overambitious goals can lead to burnout or feelings of failure, but

setting small, achievable milestones creates a sense of momentum, achievement, and progress.

Relevant goals align with your long-term desires and values. For example, if you're looking for a career change, your goals should be connected to the skills and experiences that will get you there. This alignment ensures that each step you take brings you closer to the life you envision. As the old saying goes, "Luck is what happens when preparation meets opportunity".

Realistic goals are those that consider your current situation, including your mental, emotional, and financial resources. It's about striking a balance between challenge and feasibility. By setting goals that are achievable, relevant, and realistic, you're setting yourself up for success, ensuring that your efforts are both focused and effective.

BALANCING TIME WITH PATIENCE

In an age of instant gratification, it's easy to expect immediate results, but real, meaningful change takes time. One of the key elements of successful goal setting is the ability to balance time with patience. You need a clear vision of where you want to go, but you also need to understand that getting there is a process.

This balance is particularly important during times of change, such as when you're transitioning careers or recovering from job loss. The urgency to "fix" things quickly can be overwhelming, but it's crucial to remember that rushing often leads to burnout or poor decisions. Instead, focus on consistent, small steps toward your goals.

Think of goal setting as planting a garden. You wouldn't expect flowers to bloom the day after planting the seeds; similarly, your goals need time to grow. By nurturing your progress daily, and practising patience, you'll see results over time. Patience allows you to be kinder to yourself, appreciating the small wins rather than fixating on the end goal.

Equally, remember that patience doesn't mean inaction. You need to keep pushing forward, but with the understanding that great things often take time. Celebrate your incremental progress and remind yourself that every small step is moving you closer to your ultimate vision. Balance is key: stay committed, but also stay patient.

YOUR WHYS, YOUR REASONS

Before you can set effective goals, you need to be crystal clear about your purpose. Clarity of purpose is what fuels your motivation and keeps you on track when times get tough. Without it, even the most carefully planned goals can feel hollow or uninspiring. But how do you find clarity of purpose, especially during times of uncertainty, like a career transition or job loss?

Start by asking yourself a few key questions: What am I passionate about? What truly matters to me? What kind of life do I want to build? These questions help you dig deep into your values and desires, ensuring that your goals are aligned with your authentic self.

Once you have this clarity, your goals will naturally become more meaningful. You'll find it easier to stay focused and motivated, even when faced with obstacles,

because your goals are a direct reflection of what you care about most. Purpose gives you a sense of direction and a reason to keep going, even when things get tough.

Remember, your purpose doesn't have to be grand or world changing. It can be as simple as wanting to create a stable, fulfilling career or building more balance into your life. What's important is that your purpose feels authentic to you. When you're clear on your 'why,' the 'how' becomes much easier to navigate.

While SMART goals encourage setting deadlines, it's important to stay flexible with the **time-bound** aspect. Deadlines are meant to provide focus, not pressure. Sometimes, sticking rigidly to a timeline can lead to rushed or poorly thought-out decisions.

If the situation changes or you realise, you're heading down the wrong path, give yourself permission to adjust the timeframe. The goal is growth and success, not meeting arbitrary deadlines. Keep your eyes on progress, not just the clock.

THE GOAL-SETTING PROCESS

The goal-setting process is where your dreams start to take shape into tangible, actionable steps. A popular method for setting goals is the SMART framework, which stands for Specific, Measurable, Achievable, Relevant, and Time-bound.

Specific means that your goal should be clear and well-defined. Vague goals like "I want a better job" are hard to achieve because they lack direction. Instead, be as detailed as possible: "I want to land a marketing role within the next six months."

Measurable means that you need a way to track your progress. How will you know when you've achieved your goal? Breaking it down into measurable steps helps keep you accountable and gives you a sense of achievement along the way.

Achievable refers to setting goals that are within your reach, given your current resources and abilities. If your goal feels too far out of reach, break it down into smaller, more achievable milestones.

Relevant ensures that your goal aligns with your broader life or career ambitions. Each goal should serve a greater purpose in moving you closer to where you ultimately want to be.

Time-bound means setting a deadline to create a sense of urgency and focus. Without a timeline, it's easy for goals to get pushed aside.

By following this process, you'll create a structured roadmap to follow, ensuring that your goals are clear, achievable, and aligned with your overall vision.

BREAKING DOWN GOALS

Large, ambitious goals can often feel overwhelming. The key to making them manageable is breaking them down into smaller, actionable steps. This process not only makes your goals feel more achievable but also helps maintain momentum as you complete each smaller task.

Let's take the example of a career change. Instead of jumping straight into "I want a new job," break it down into smaller steps: researching industries, updating your CV, networking, applying for jobs, and preparing for interviews. Each of these steps can be broken down even further. For instance, under networking, you might list tasks like attending industry events, reaching out to contacts on LinkedIn, and following up with emails.

Breaking down goals also helps you identify any potential challenges or obstacles early on. It gives you a clearer picture of what resources or support you might need and allows you to plan accordingly. Plus, every time you check off a small task, you get a hit of dopamine, your

brain's reward chemical, which keeps you motivated and moving forward.

The process of breaking down goals turns a daunting task into a series of achievable milestones. It helps to focus your efforts and makes the overall journey less overwhelming. By consistently making small steps, you'll find that even the biggest goals become manageable and attainable over time.

Be honest with yourself. What potential obstacles could realistically prevent you from completing the steps in your action plan? Identify these challenges early on, and then brainstorm ways to mitigate or overcome them. Planning for setbacks doesn't mean you expect failure; it ensures you stay adaptable and resilient when things don't go as planned.

ACTION PLAN

Now that you've broken down your goals, it's time to create an action plan. This is where your ideas turn into concrete steps, complete with timelines and specific actions. A well-structured action plan keeps you organised and focused, preventing you from feeling lost or overwhelmed.

Start by listing out all the tasks you need to complete to reach your goal. Be as specific as possible. For example, if your goal is to transition to a new career, your action plan might include steps like enrolling in a course, updating your LinkedIn profile, or scheduling informational interviews with professionals in your target industry.

Next, assign deadlines to each task. Deadlines create a sense of urgency and help you stay accountable. Without a timeline, tasks can easily be pushed aside or delayed. Be realistic with your deadlines, but also challenge yourself to stay on track.

Don't forget to include any resources you might need, such as tools, contacts, or further learning. Identifying these early on will help you avoid unnecessary delays.

Finally, regularly review your action plan and adjust it as needed. Life can be unpredictable, and your plan should be flexible enough to adapt to changing circumstances. By having a clear action plan, you'll be able to maintain focus and momentum, even when life gets busy.

When following your action plan, not all tasks carry the same weight. **Prioritise prioritisation** by identifying which steps are most critical to achieving your overall goal. Focus on the actions that will have the biggest impact first and tackle them before moving on to less essential tasks.

Remember, it's easy to get caught up in "busy work" that feels productive but doesn't move you forward. Stay focused on what truly matters and adjust your priorities as circumstances evolve.

PRIORITISATION

When you have multiple goals, it's easy to feel scattered or unsure where to focus your efforts. This is where prioritisation becomes critical. Not all goals demand the same level of attention or urgency, and learning to identify which goals deserve your immediate focus can make a huge difference in how productive and fulfilled you feel.

Begin by evaluating your goals based on their impact and urgency. Ask yourself: Which of these goals will have the greatest positive impact on my life or career? For example, if you're dealing with a job loss, finding a new source of income may be the most pressing goal, while other goals like learning new skills might be secondary.

Once you've identified your top-priority goals, break them down into smaller tasks (as discussed earlier), and focus your energy on completing these high-priority tasks first. Avoid the temptation to work on too many things at once. Multi-tasking can dilute your efforts and lead to frustration or burnout. Instead, commit to focusing on one or two key goals at a time.

Remember that prioritisation is not static. Life changes, and so do your goals. It's important to regularly reassess what's most important to you and adjust your priorities accordingly. For example, once you've secured a new job, you might shift your focus to professional development or creating a better work-life balance.

Ultimately, prioritisation helps you allocate your time and energy efficiently, ensuring that you're making progress on the goals that matter most. By being deliberate about where you focus your attention, you'll feel more in control and empowered in your goal-setting journey.

Dopamine and the Planning Trap

Dopamine, the brain's feel-good chemical, isn't just released when you complete a task – it also kicks in when you finish planning. This can make planning feel rewarding, even if no action is taken.

Be mindful of this trap: while planning is important, it's easy to get stuck in the enjoyment of creating the perfect plan without following through on the tasks. Balance the satisfaction of planning with the real progress that comes from execution. The true reward lies in both thoughtful preparation and when acting.

GOAL SETTING WITH A NEUROLOGICAL TWIST

Understanding the brain's role in goal setting can give you a powerful edge. Our brains are wired to respond to rewards, and goal achievement is closely linked to the brain's dopamine system. Dopamine is a neurotransmitter that plays a key role in pleasure and motivation, and when you set and achieve goals, your brain releases dopamine, creating a 'feel-good' response that reinforces the behaviour.

One way to harness this neurobiological process is by breaking your goals into smaller, more manageable steps. Each time you complete a task, no matter how small, your brain releases a little dopamine, giving you a sense of accomplishment and motivation to keep going. This is why it's essential to celebrate even the small wins along the way.

Additionally, the brain responds well to clear and specific goals. Vague goals leave you feeling uncertain

and unmotivated, whereas clearly defined, measurable goals give your brain something to focus on, enhancing your sense of purpose and drive.

Finally, consider the connection between your physical and mental state when setting goals. Engaging in regular physical activity, for instance, can help boost dopamine levels and improve focus, which can enhance your ability to work toward your goals. Practising mindfulness or relaxation techniques can also help manage stress, allowing your brain to remain in a positive, goal-oriented state.

By understanding the brain's role in goal setting, you can use these natural processes to your advantage, creating a cycle of success that keeps you motivated and engaged.

Motivation is often seen as either **internal (good)** or **external (bad)**, but that's not always the case. **External motivation** can be just as effective if it aligns with your own values and goals. A good idea is a good idea, regardless of where it comes from.

If an external factor inspires you and fits with what truly matters to you, then it's a great idea worth embracing. Use external motivation to your advantage, as long as it pushes you in the direction you want to go.

ACCOUNTABILITY, MOTIVATION, AND INSPIRATION

Staying motivated throughout your goal-setting journey can be challenging, especially when progress is slow, or obstacles arise. That's where accountability comes into play. Having someone (or something) to hold you accountable can make a huge difference in maintaining your focus and drive.

Accountability can come in many forms. It could be a trusted friend, family member, mentor or coach with whom you check in regularly, sharing your progress and setbacks. This external accountability helps keep you on track because it's harder to give up when someone else is rooting for your success. You can also create self-accountability by tracking your progress through journals, apps, or a simple to-do list. Writing down your

goals and reflecting on your achievements can provide motivation and clarity.

Motivation, however, is often seen as an internal force. While it's essential to tap into your internal drive, external inspiration can also reignite your passion when things get tough. Surround yourself with positive influences—whether that's books, podcasts, or people who inspire you. Reconnect with your 'why' by visualising the life you're working toward.

Inspiration can be found everywhere, and sometimes all it takes is a small reminder of why you set your goals in the first place. Keep your vision clear, and when your motivation starts to wane, lean on your accountability system to remind you of the progress you've already made and the rewards waiting at the finish line.

FLEXIBILITY

Goal setting requires commitment, but it also demands flexibility. Life rarely unfolds exactly as we plan, and the ability to adapt is critical to long-term success. Flexibility doesn't mean giving up on your goals; it means recognising when circumstances have changed and being willing to adjust your approach accordingly.

Sometimes, external factors—like a shift in the job market, personal obligations, or unforeseen challenges—can derail your original plans. Instead of viewing these setbacks as failures, see them as opportunities to reassess and recalibrate. Perhaps your goal timeline needs to be extended, or maybe a different approach is necessary.

Flexibility also applies to the goals themselves. As you grow and evolve, what you once thought was important may no longer resonate with your current values or desires. It's okay to let go of goals that no longer serve you and to replace them with new ones that better align with your evolving vision.

Additionally, being flexible allows for creativity in problem-solving. When a challenge arises, think outside the box and explore alternative ways to move forward. Maybe there's a skill you can develop or a new path you hadn't considered before.

The key to flexibility is maintaining an open mindset. Stay committed to the broader outcome you want to achieve, but be adaptable in how you get there. By embracing flexibility, you'll be more resilient and better equipped to handle whatever life throws your way.

TIME MANAGEMENT

Effective time management is one of the most important skills for achieving your goals without feeling overwhelmed. It's not just about squeezing more into your day but about making sure that the time you do have is spent on what matters most. The key is to align your daily actions with your long-term goals.

Start by identifying your most productive times of the day—those moments when you're at your peak mentally and physically. Schedule your most important tasks during these windows to maximise efficiency. Time blocking is an effective technique for managing your day. By setting specific blocks of time for different tasks, you create structure and minimise distractions. For example,

you might dedicate one hour to job searching, another to skill development, and another to self-care.

It's also important to be realistic about how much you can accomplish in a day. Overloading your schedule can lead to frustration and burnout. Instead, focus on three to five key tasks each day, and make sure they're aligned with your goals.

Learning to say 'no' is another critical part of time management. If a task or commitment doesn't support your goals, it's okay to decline. Protecting your time allows you to focus on what truly matters.

Lastly, build in some flexibility. Life is unpredictable, and sometimes things don't go according to plan. Make sure your schedule has room for adjustments and be kind to yourself if things take longer than expected. Time management is about creating a balance between productivity and well-being, ensuring you stay on track without overwhelming yourself.

TRACKING PROGRESS

Tracking your progress is essential for staying motivated and ensuring you're moving in the right direction. Without regular check-ins, it's easy to lose sight of your goals or feel like you're not making any headway.

Start by choosing a method that works for you, whether it's a journal, project planning software, a spreadsheet, or a goal-tracking app. Whatever system you choose, make sure it allows you to clearly see your progress and any areas where you may need to improve. Regularly reviewing your progress can help you stay accountable

and give you a sense of accomplishment as you check off completed tasks.

Tracking also provides valuable insights. If you notice that certain tasks are consistently being delayed or avoided, it might be a sign that they need to be broken down into smaller steps or that you need additional support. Additionally, tracking allows you to identify patterns in your productivity and motivation, helping you adjust your approach as needed.

Set aside time each week to review your progress. Ask yourself: What's working? What's not? Do I need to adjust my timeline or strategies? By reflecting on your progress, you'll be able to stay on top of your goals and make informed decisions about how to move forward.

Finally, remember to celebrate your wins—no matter how small. Tracking progress isn't just about seeing how far you have to go; it's about recognising how far you've already come. Every step forward is a victory and a reminder that you're capable of achieving your goals.

CELEBRATING MILESTONES

Achieving your ultimate goal is a huge accomplishment, but it's important not to wait until the finish line to celebrate. Along the way, you'll reach smaller milestones, and acknowledging these moments can keep your motivation high and your spirits lifted. Each step forward is a sign of progress, and celebrating these wins reinforces your efforts, boosting your brain's reward system by releasing dopamine, which motivates you to keep going.

Celebrating milestones doesn't have to be elaborate or grand. It can be something as simple as treating yourself to your favourite meal, taking a relaxing day off, or even just pausing to reflect on how far you've come. The key is to make these celebrations intentional—acknowledge the work you've put in and the progress you've made.

It's easy to fall into the trap of constantly striving for the next thing without pausing to appreciate the journey. But by celebrating along the way, you give yourself permission to enjoy the process, not just the outcome. This is particularly important if you're facing a life transition, such as a career change or job loss, where the road to success might feel long or uncertain.

Milestones act as checkpoints, giving you moments to reflect on what's working, what needs adjustment, and what you've already accomplished. These reflections not only provide motivation but also help you stay connected to your larger goals and purpose. Plus, celebrating small victories fosters a positive mindset, reminding you that progress is progress, no matter the size.

So, take the time to mark your achievements, whether they're big or small. These celebrations will help you stay motivated and ensure that you're enjoying the journey, not just the destination. After all, success is not just about reaching the goal but also about appreciating the effort and growth along the way.

DEALING WITH OBSTACLES

Obstacles are an inevitable part of any goal-setting journey. No matter how well you plan, challenges will arise that can slow you down or make you question your path. The key to success lies not in avoiding obstacles but in how you handle them when they appear. With the right mindset and strategies, you can turn obstacles into opportunities for growth and learn from them.

First, it's important to anticipate potential challenges. While you can't predict every obstacle, you can think about what might stand in your way—whether it's a lack of resources, time constraints, or unexpected life events. Preparing for these challenges mentally can help you respond more effectively when they arise.

When you do encounter an obstacle, the first step is to stay calm and avoid reacting impulsively. Take a step back and assess the situation. What is the obstacle teaching you? Is it something you can overcome with a different approach, or does it require you to adjust your timeline or expectations? By approaching obstacles with curiosity rather than frustration, you open yourself up to creative problem-solving.

Sometimes, obstacles require you to be flexible with your goals or plans. If a particular path isn't working, it's okay to pivot and try something new. Flexibility doesn't mean giving up on your goal; it means finding a new way to get there. Stay focused on your end goal but be open

to the idea that there may be different routes to achieve it.

Finally, remember that overcoming obstacles builds resilience. Each challenge you face—and conquer—makes you stronger and better equipped for future challenges. Rather than viewing obstacles as setbacks, see them as opportunities to learn and grow. The road to success is rarely smooth, but by staying adaptable and persistent, you can navigate any challenge that comes your way.

REFLECTION AND ADJUSTMENT

Goal setting isn't a linear process. As you progress toward your goals, it's important to regularly reflect on where you are, what's working, and what might need adjustment. Reflection helps you stay aligned with your purpose and ensures that your goals continue to serve your evolving needs and circumstances.

Set aside time at regular intervals—whether it's weekly, monthly, or quarterly—to reflect on your progress. Start by reviewing the goals you've set. Are they still aligned with your long-term vision? If you've experienced any changes in your life, such as a shift in career direction or personal priorities, your goals may need to be updated to reflect those changes.

Next, consider what's working well and what's not. Are there certain strategies that have been particularly

effective in moving you closer to your goals? Are there any areas where you've been consistently stuck or unmotivated? Identifying these patterns allows you to make informed adjustments. Perhaps you need to break a larger goal into smaller steps, shift your focus to a more urgent priority, or change your approach altogether.

Flexibility is a crucial aspect of goal setting. Life is unpredictable, and sometimes your initial plan won't go as expected. Don't be afraid to adjust your goals or timelines as needed. If something isn't working, give yourself permission to change it. The important thing is to stay committed to your broader vision while being adaptable in how you get there.

Reflection also provides an opportunity to celebrate your progress. Take time to acknowledge the steps you've taken and the growth you've experienced. Even if you're not where you want to be yet, recognising your efforts can help keep you motivated for the journey ahead.

Ultimately, reflection and adjustment are about staying aligned with your true self. Goals evolve, just as we do, and by regularly reassessing and adjusting them, you ensure that your efforts are always in service of your greater purpose.

PRACTICAL EXERCISES WITH A NEUROLOGICAL TWIST

Now that we've covered the theory behind effective goal setting, it's time to put it into practice with a neurological twist. Understanding how your brain and body work together can supercharge your efforts, making it easier to stick with your goals and form habits that last.

1. Habit Loop Exercise

A great place to start is by identifying your habit loops, which consist of a cue, routine, and reward. For example, if your goal is to improve your job search consistency, you might set a daily cue like checking your emails in the morning. The routine could be spending 30 minutes on job applications, and the reward might be a small treat or a break afterward. By becoming aware of these loops, you can make conscious changes to form new habits that support your goals.

2. Dopamine Tracking

Break down a larger goal into smaller tasks, and after completing each task, note how it makes you feel. Pay attention to the sense of satisfaction or accomplishment—this is your brain releasing dopamine. By focusing on the positive feelings that come from completing even small tasks, you can create a dopamine-driven feedback loop that motivates you to keep going.

3. Mind-Body Connection

Our mental and physical states are deeply interconnected, and both play a role in achieving our goals. Incorporate mindfulness exercises, such as deep breathing or short meditations, into your daily routine to reduce stress and improve focus. Additionally, physical activity—whether it's a short walk or a workout—can help boost your energy levels and enhance cognitive function, making it easier to stay on track.

By integrating these exercises into your daily life, you'll build a stronger connection between your mind and body, making it easier to maintain motivation and form habits that stick. As you practice, you'll find that your goals feel more achievable and that you're able to stay focused and inspired for the long haul.

CONCLUSION

Thank you for taking the time to explore this workbook on goal setting! I hope it has provided you with valuable insights and tools to help you move forward with clarity and purpose. If you have any questions or would like to dive deeper into how coaching might support you on your journey, feel free to contact me directly. You can also follow the link to book a no-obligation, free discovery call – a great opportunity to see if coaching with **That Notion** can help you achieve your goals.

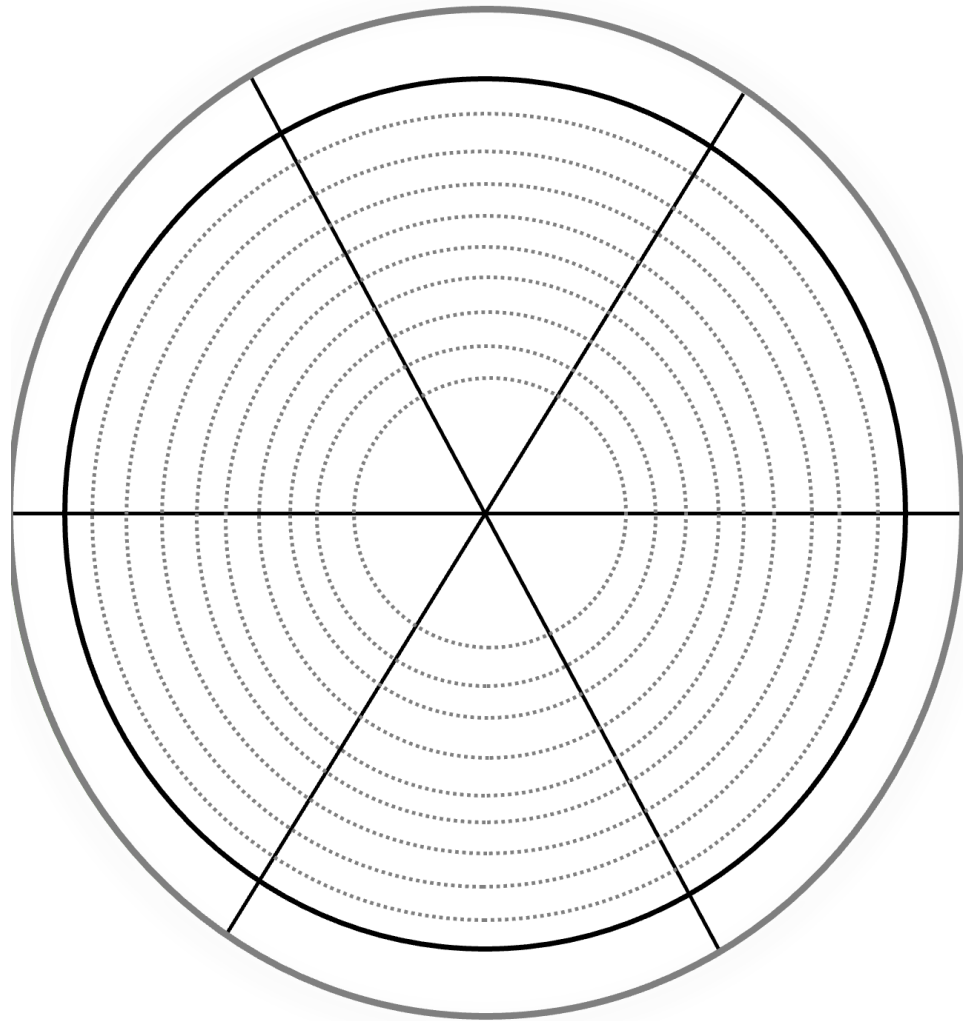
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Matt

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APPENDIX

WHEEL OF LIFE



The Wheel of Life

1. Choose your topics.
2. Score each area, justifying why it's not 1 less. e.g. If 5, why not 4?
3. Choose an area with a low score and decide what you can do to improve that area.

This highlights what's going well, where you might need to do some work, and as time goes on, shows progress.

USING A MIND MAP TO EXPLORE YOUR GOALS

Mind mapping can be a great way to clarify your thinking when you're not yet sure what goals to focus on. Here's how I tend to use it:

1. Start with a central idea

- In the middle of the page, write something open like “What do I want?” or “Goals I could work on”.
- Keep it broad to begin with – you're exploring, not narrowing things down just yet.

2. Branch out into key areas of life

Around the central idea, create branches for the main parts of your life. For example:

- Health & Wellbeing
- Work / Career / Projects
- Relationships
- Personal Growth
- Fun & Creativity
- Home / Environment
- Finances
- Contribution / Meaning

3. Add sub-branches

- For each area, jot down anything that comes to mind — desires, frustrations, unfinished business, new ideas.
- Don't edit yourself too early — let it flow.

- Example under “Health”: “lose weight,” “better sleep,” “start yoga,” “get blood pressure checked.”

4. Look for patterns or energy

- Step back and look at the map. Where do you feel drawn? Which areas feel most exciting, urgent, or meaningful?
- You might even put a star next to items that feel like they have real potential.

5. Narrow it down

- Choose 1–3 areas you’d like to focus on.
- Ask: What would progress in this area give me? (This can help with motivation and clarify your “why.”)

6. Turn ideas into goals

- Start translating the ideas into more specific, workable goals.
- E.g., “Start yoga” becomes “Join a beginner’s yoga class in April.”
- You can then WOOP them, SMART them, or just jot down the first step to test the waters.