

THE GOAL BEHIND THE GOAL...

In my role as a personal trainer and a health & fitness professional over the last 20 years I have worked and still work with a lot of people with a lot of goals. They are good goals too! Realistic, measurable, time based and in most cases seem pretty do-able. Yet for the vast majority of people and as determined as they are to achieve their goal, they just couldn't or wouldn't keep going long enough to get the job done. So the question I had to ask was; 'does goal setting really work?'



We keep hearing the statistic that only about 5% of people actually ever achieve significant long term success in their life (success being different for everyone), yet I am sure that many more than 5% of people actually set goals. So what makes the difference?

It isn't the goal!

Okay, so based what I have just said it may seem pretty obvious that, as important as it is to have one, the goal is not the key to success. At the end of the day, as I talk about ad-nauseum, the key to achieving our goal lies in our daily decisions and the simple things we do on a daily basis. The question is ; 'what will keep us doing the simple things we need to do on a daily basis until our goal is achieved?' The answer is 'the goal behind the goal'!!



What is the goal behind the goal? Let's stop right now and think of something we would like to achieve by the end of the year. It may be to fit into a certain outfit, run a certain distance, achieve a certain level at work or in business, earn a certain amount of money or any one of a myriad of different things. This, my friends is a goal! This, my friends will not motivate most people to actually get into action long enough to achieve it. This is because the goal is a simple measurement and target and unless there is a powerful reason or goal behind it there will not be enough fuel to keep us going when things get tough.

The goal behind the goal

Getting out of bed each day is a goal. Why do we do it? Most of us have a reason to get up so, even though we often don't feel like it, we get up

anyway. There are some people who don't get out of bed. These are people that have no reason to. Most of us have a goal to brush our teeth twice per day. Why, because we love the act of brushing our teeth? Maybe some people do, but most of us do it because we want strong, white and healthy teeth.

I have many goals, but the one that is currently in the front of my mind is to finish the manuscript for my next book about my mum so it can be published. Do you think that just having a book published for the sake of it would motivate most people to get the job done? This goal for me which, has been going for well over 5 years and taken significantly longer than I had planned, will definitely happen because of the powerful reasons why I want it published. It will be published because because of the 'goal behind the goal'.



It will be published (and sell over one million copies as well!) for many reasons that are way and beyond just having it published; I want to share the story of an incredible lady as a testament to her life and to inspire and positively impact many people to help them live a life of health, happiness and prosperity. I want the book published as something for my family to have in memory of our mum, grandmother, wife, sister, cousin and aunt. I want the book to change people lives for many generations to come and way beyond my time. I want to feel good about myself for getting the job done and impacting others. I want to sell lots of copies to set me and my family up financially and lead to other speaking and writing opportunities. There are many more powerful reasons that are driving me to get this book published. The reasons are the fuel to get the goal done.

Find your fuel



The goal is great but, without strong reasons behind it, is just like a flashy fast car with no fuel in it. It looks nice but it ain't going anywhere! The hard work in achieving any goal we set is to figure out what the 'fuel' will be.

That is, what are the reasons why achieving that goal is not negotiable. We need to get those reasons in our face and remind ourselves of them everyday. Once that is figured out the rest is simple; we just need to stay focused and take simple steps every day until the goal is achieved.

When we are totally committed to a goal that is backed by powerful reasons, the things that stop most people just don't seem relevant anymore. We don't care what others think. It doesn't matter what the weather is like. If we fall over, we get up and keep going. We find solutions to problems and just do what needs to be done, irrespective of circumstances, to achieve the goal. All because of the goal **behind** the goal.