

MOTIVATION CULTIVATION

Q: “I rarely stick to my goals. What can I do so that the goals I set at the start of each new year aren’t just failed regrets 12 months later?”

A: Beyond the fundamentals of setting realistic goals, tracking progress and rewarding yourself along the way, I suggest two ways to increase your chance of success.

1. Clarity: Take the time to truly define the fundamental nature of the change you want to create. Write a manifesto—a statement



describing the person you will become once you’ve achieved your goals (for example, how your life will change after six months of working out and eating better). This will spell out your

true motivations for change and enhance your sense of purpose and resolve.

2. Make the intangible tangible: I define Success as the Results delivered multiplied by the degree of Fulfillment lived ($S=R \times F$). Pinpoint the intangible factors that are critical to success and keep score: beyond the number of reps you do, measure the degree of pleasure you experienced during your work out; beyond the number of calories you eat, score the courage you displayed in sticking to your diet.



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