

WELCOME

to your guide on setting and achieving

powerful goals! In this guide you'll learn a simple method for setting goals that will be the most impactful and meaningful to you.

We'll be breaking things down so you can get clear on what you want, why you want it and the best way forward for you. And we'll also look at finding your unique motivation to help you through the tough times - because we're individuals, so even when our goals seem similar, our underlying desires can be quite different.

Here's a preview of what we'll cover:

- Learning about the best types of goals
- Tools for getting clear on your goals
- Creating a schedule that will work for you
- Looking at the commonest pitfalls people face and how to avoid them
- Finding your natural motivation to overcome tough days

By the end of working through this guide you'll not only have goals that are right for you, but have identified your own specific motivation to achieve them. In addition, you'll have a complete schedule to follow as you work towards your goals.

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www.suzannewylde.com

INTRODUCTION TO YOUR GUIDE

IN THIS GUIDE we're going to have a comprehensive look at

goals, covering some mainstream models and also the best of my experience from coaching clients with a variety of aims.

I have set and achieved many goals in my life including: creating a successful career, running a couple of marathons, writing books and also deeper goals for my own personal development. I'm also glad to say my clients have achieved wonderful things in a wide range of areas including: transforming work cultures, becoming great parents, launching and growing start-ups and creating amazing careers from finance, to the arts, to being athletes.

I know that the goals you create have the power to reshape your life over the coming weeks, months and years. And I know how exciting it can be to get started, while at the same time how important it is that you start off on the right foot.

This is a guide to starting off on the right foot.

What about the left foot, you ask?

It's interesting you mention that - while I was in Egypt admiring the statues I asked why all the pharaohs were stepping forward with their left foot. The guide replied that that is the side the heart pumps blood to first, meaning they were stepping forwards with intention, or as an art historian more eloquently expressed it:

"the left side is where the heart resides & it's the house of will, emotions & consciousness, the center of life itself."

So, whether you are regular-footed or goofy (left or right foot-forward in surf-speak), this guide will help you to step forward with intention,

towards a goal that resonates with you at a deep level so that you are empowered to create meaningful change.

In the first section we'll look at different aspects of working with goals and in the second I'll take you through a practical process for implementing the information and tools we've discussed. In the appendix at the end of this guide you'll find pages you can print out to do the exercises on.

Our goal for this guide?

To understand how to craft powerful and genuine goals and access our deep motivation for achieving them so that we can change our lives.

Nothing too major then. Let's begin!!

THE BEST TYPES OF GOALS

OK, SO

you probably have an idea of the goal (s) you want to

achieve, perhaps it is a sensible one or maybe something more ambitious. Why not take a moment and write it out, if there are several write them all out.

Results of a study show that just by writing your goal down, you have improved your chances for success by 20% (and if you also have a friend hold you accountable for specific action steps towards your goal that goes up to 30%). So well done, you've already made some progress and we're only at the start!

Thinking about goals and my experience of working with clients, a few things stand out to me:

- They can be about extremely different things from "I want to be a better Dad" to "We have to increase productivity by X%" to "I want to work on my jump shot".
- They are powered by our natural human drive to improve, explore or develop.
- Certain goals change the quality of our relationships, others the state of our finances or our lifestyle - it's good to think about the impact we're trying to make.
- At the end of our life we may look back and feel great about some goals, while consider others a waste of our time (although we probably also learned important lessons from them).
- We have a finite amount of energy, money, time and attention to spend, so choosing not only the "right" goal, but a goal that is <u>right for us</u>, is deeply impactful to our life and how we are in the world.
- Some goals are right for a certain moment in our lives, some for our whole lives and some come and go.
- Some goals merely look good on paper, while others are rooted in deep desires.
- Other people are not always a good judge of our goals.

Did any of these points stand out to you? What did they made you think about?

What makes a "Good Goal"?

There are various models for shaping a "good goal", generally these involve clearly defining it and/ or breaking it down into achievable steps.

It's a S.M.A.R.T.y-Pants

One of the models for doing this is called "S.M.A.R.T." and these goals are: specific, measurable, attainable, relevant and time-bound. This is a very sensible approach because if you have a vague goal you won't really know what exactly you're working towards or how, or even if you've achieved it. For example: "getting fit" is quite a vague goal but "being able to run 2 miles without stopping within a month" is much more specific.

Why attainable? Because if you go after a goal you can't reach and fail, you may end up demoralised. For many people it is better to go for something that's possible and then feel good about yourself. You'll have gained confidence and satisfaction and will be building a strong foundation from which you can then reach even further if you want to. However, it's important not to aim too low – you have to stretch yourself, not only to progress, but to get that confidence boost when you succeed. And some people are only motivated by sky-high goals that take them much longer to complete. So you have to choose the level of ambition that's right for you personally.

"Relevant" may be a bit more tricky to pin down. Some goals always seem relevant – when would "make more money" or "get fit" ever be a bad idea? The aim here is to make sure that the goal will actually lead to the outcome you want.

For example: if you have a goal of finding a way to boost your company's reputation with their clients, you might decide that going green is the

best way and implement a plan to do that. However you made a leap along the way – you made an assumption that being green would be the thing that makes your clients respect your brand (although to be fair, it is a great goal and in many cases would be a correct assumption).

Before you take action it would be better to stop, do some research into your clients and what they value, and make sure this goal is actually right for your company and the outcome you're going for and won't cost millions going in a direction that looks good on paper but is not actually relevant.

For us as individuals setting goals, creating a relevant goal is a little different. It will involve stopping to wonder if this goal is the thing that will really make the difference in our lives that we hope it will.

Let's use an example of a guy wanting to meet a new partner, but who feels insecure. He may make the assumption that if he works towards increasing his income or physical attractiveness he'll find someone more easily. However, if he takes a moment to consider what the actual difficulty is – i.e. low confidence, not actually making an effort to meet someone or mainly going to places where the wrong "type" of person hangs out – he could adjust his goals accordingly. It's hardly ever going to be bad to make more money or work out, but it might be bad to feel like that's the reason someone is with you and that if you lost your money or stopped working out they wouldn't like you anymore. This isn't a great long-term solution for someone with confidence issues.

So what might a relevant goal be for someone in this situation? Well, because we're all so unique it could be as specific as "I feel more confident after I walk on the beach, so I'm going to do that at least twice a week. Also my friend says the people in his hiking group are really nice and I like hiking, so I'm going to join and just see if I happen to meet anyone." Compare the results of this goal with a more generic one like:

"I'm going to work out at the gym 3 times a week and drink protein shakes." Can you feel the difference? There's nothing wrong with that goal, it just doesn't really fit in with the personality of this person and will more likely be a temporary detour before he finds himself back where he started. In the worst case scenario the person will put in the time, not really enjoying it and then feel like he's owed a reward.

Consider the feeling of going on a date with someone who feels like they deserve your respect just because they've suffered through an experience they don't enjoy, that you never asked them to. And now compare this with the feeling of being on a date with someone who's relaxed and enjoying their life, who has respect for themselves and undivided attention to spare for you.

And now compare the experience of being the guy in those two different states – really imagine how it feels.

And now you know why a relevant goal is really important. Typically it means making sure it will logically fit with the outcome you want, but let's take it a step further and say it that a relevant goal has to be right for your personality and your life. A goal can not only lead to specific achievements, it (and the way you pursue it) can influence how you feel about yourself and life in general.

So it should <u>never be taking you further away from yourself</u>.

Further from your comfort zone is OK, but not from yourself.

You Can KISS Your Goal

Another well-known guide for shaping goals is K.I.S.S. - keep it simple, stupid. This is actually a design principle of the US Navy from the '60s based on the premise that things work best when they are kept as simple as possible. It has been taken and applied in many fields from football to programming to animation, so there must be something to it. It's also similar to a principle called Occam's razor, which means when you're testing a theory, chose the simplest theory so there aren't too many confusing variables.

OK, so what on earth does this have to do with your goals? First of all, if you think about your goal in terms of the KISS principle, it basically means don't over-complicate them for no reason. A complicated goal might mean we over-prepared and should have started already, that that we enjoy the planning stage more than the action part or we have a goal that is so intimidating we are trying to make it manageable by including a lot of detail (to obscure the terrifying summit ahead of us). Complications can even come from fearing failure or criticism so much we over-think it to try to ensure the best chance of success.

So, as you craft your goal consider how to make it as simple as possible. Read it (or them) back to yourself and consider if there are any unnecessary aspects to your goal and if there are, do they reflect a desire to delay action or a fear (of failure, criticism, change or being under-prepared perhaps)?

While it's great to have action points and details, we want the goal itself to be simple – not quite as simple as a strapline, but with an element of that condensed intention. Our goal is the thing we're orienting ourself towards, so we need it to be pure, powerful, direct.

And there's a kind of power in simplicity because it doesn't confuse, send our thinking down a rabbit hole, or water down our aim in other ways. There is something almost primal about a clear, simple goal that we desire and are working towards.

It Moves You Not Away from the Negative but Towards the Positive

Criticism, mistakes and flaws are all a part of life and a natural part of any endeavour. And while it's sensible to take possible issues into account, we don't want our goals to be mainly shaped by fear. We want to aim towards the positive and both the wording of our goals and our intention should reflect that.

The force shaping the goal should be congruent with the goal itself.

What does that mean? Well let's say you're aiming for a positive outcome, like publishing a book that will help teenagers with social anxiety, you don't want to the shape the goal with an intention of avoiding criticism, i.e.: "Write a book in 6 months that gets fewer than 10% negative reviews" or even tangentially try to avoid the negative: "Write a book in 6 months that receives 4.5 star reviews on average". Letting the worry shape your goal may make you stifle your creativity, or write defensively or even worse – generically.

A goal that is shaped in a congruent way might be: "Write a book in 6 months that educates teens about social anxiety and gives them tools they can easily use to feel better". With a goal like this you keep your purpose firmly in your sights, which will

have a huge impact on how you feel writing the book, the shape your book takes and how it affects your readers. It becomes about moving towards the positive, not away from the negative.

So as you word your goal, connect to your desire and enthusiasm and let the wording reflect that.

It is Fit For Your Purpose

Another important factor to consider before launching into your goals is to think about how they fit into your life or overall objectives. A goal could be crafted beautifully and seem like a logical step, but if it doesn't take you closer to where you want to go or who you want to be, then what's the point?

Businesses use mission statements to inspire and to guide decision-making, such as Patagonia's: "We're in business to save our home planet" or Cradles to Crayons: "Provides children from birth through age 12, living in homeless or low-income situations, with the essential items they need to thrive – at home, at school, and at play".

Unlike a more specific goal, a mission statement's purpose is to contain the essence of where you want to go and why and to be source of inspiration. As individuals we rarely do this but it is so helpful to have one, to remind us what we're aiming for and why, and to get us through the difficult days.

As I was just thinking about the purpose that motivates me in my work, this came to me:

"To give people the tools to be all they can be, so that I then get to live in that world full of creativity and opportunity" It's ambitious (thinking about changing the world) which helps it to last a long time and makes it a great source of inspiration. And it's also personal – I want to achieve this so I can be surrounded by the results of great people's work and in the kind of world in which people fulfill their potential. It is also accurate because it reflects what I've been doing in my work and it feels genuine in my mind and my body as I say it.

And although it's not the whole truth (I also love to support people in fulfilling their potential just because), it gives me a sense of my purpose, passion and also a vision for the future.

You will have the opportunity to create yours in the second half of this guide. With an overall purpose, it's suddenly much easier to look at your goals and see if they're going to take you closer to where you want to go.

It's Aligned With Your Deepest Motivations

While this is related to the point above, it is more specific to individual goals. Making sure your goal is connected to your deepest desires ensures it has meaning and will change your life for the better. It can also be a great source of comfort and drive for getting you through those tough days.

If you get this right, you will find that change comes much more easily, so it's really worth taking some time over. We'll be working through the practical side of this in the second part of this guide, but for now let's just discuss why this is important.

A Good Goal Should Resonate Deeply

A goal that is connected to our desires is not just about wanting something. I want chocolate right now – but how deep does that desire go? If I trace the feeling into myself, I find that it only goes as far as the superficial tiredness I'm feeling at the moment. It's transient, as a lot of our desires are. Hmmm – not a great motivation for a long-term goal, it would get me to the kitchen and back once and then once satisfied melt into nothingness, leaving me with no drive to keep pursuing that goal (OK, at least for a few hours).

But underneath these transient desires lie deeper feelings and needs which connect to the core of who we are. We don't always take the time to tune into them though and it can even feel a little vulnerable. We might prefer to plaster over them with distractions such as caffeine, sugar, a shopping session, work or TV.

But these feelings are the black gold of our motivational power and we can reach it if we drill a little deeper.

Interestingly, our actual desire may not always seem that connected to the goal itself.

Let's use a fictional example of a woman called Cindy who has this goal:

"I will increase social media engagement for my company by 1000% this year"

We might assume her desire will be something along the lines of "I want to be more successful" or "I want to increase my income". However, deeper motivations are usually a little more

personal. If Cindy sits and writes down all the deeper motivations that come to mind she may end up with a list like this:

- I want to become more successful so that I can better support my family
- I want my family to be secure, I love them so much and I need to make sure they're safe
- I want to be as good a parent as mine was, so my kids can feel take care of like I did
- I want to create a safe, harmonious environment at home
- I want to be a good mother
- I want to feel good about myself
- I want to feel secure so I have more energy to be loving
- I want to look back on these years and have no regrets

As you can see from these examples she went in a number of directions and this wasn't a linear superficial-to-deep process. You probably also noticed that none of these reasons are about social media. Although they are probably all meaningful to Cindy in their own way, one will have a stronger pull on her than the others and she can use that one to motivate her.

And if your specific goal does not seem to fit in exactly with your overall purpose (or mission statement), your underlying motivation for it might, making it relevant to you. For example, if Cindy's overall purpose is "to shape a life full of grace and joy, leaving that as my legacy, my mark on the world" then a social media engagement goal may not seem very relevant. However, if her underlying motivation for that goal is "to feel secure so I have more energy to be loving" it shows that the goal is something that will help facilitate her overall purpose and it fits.

So, as you work through your goals in the next section, don't abandon them right away if they don't seem to fit in with your overall purpose, check what your motivations are first and see if they fit in with your purpose.

Also, bear in mind that once you know what your underlying motivation is, you may decide to get there in a different way. For example, if Cindy realises what is standing in the way of feeling more secure is not mainly financial, but actually the fact she has disruptive neighbours, she might shift her goal to moving house instead.

When we don't know what we're feeling clearly, or don't have a clear picture of where we want to go, it is easy to make leaps of logic in our thinking. These will be shaped by our culture as well – who wouldn't validate our choices to make more money, or get in shape, or be more respected in the community? It's worth checking we haven't made an assumption about the best way forward, based on our biases or other people's values.

Summing Up Good Goals

So, it's important to clearly define our goals so we have a sense of where we're going (and when we get there) but even before we do that, if we make sure they are right for us we can save a lot of time and energy.

The really great thing about making sure that our purpose, underlying motivations and goals all line up, is that it makes our willpower more accessible. Bearing in mind that deep down we don't really want to move away from who we are, the drive for goals which do that will fizzle out and require copious amounts of caffeine, sugar or carrots on sticks to keep us going.

However, goals that bring us closer to living the life we want or being the person we want to be, tend to be almost selfenergising. We'll have only temporary ebbs in drive or enthusiasm.

They give us more energy as we pursue them because:

- We're not spending energy fighting with the part that knows we're going in the wrong direction
- We're not dulling our spirit by aiming for things that contradict it or water it down
- We're learning things, having experiences, meeting people and experiencing ourselves in a way that is renewing for us
- We're more likely to keep going and succeed and we can then build on our successes to increase confidence and ambition for the future.
- Becoming more ourselves and more self-expressed is naturally energising.

3

COMMON PITFALLS AND HOW TO AVOID THEM

I HAVE TOUCHED ON

a couple of these already,

but it's helpful to look at this in more depth in case you find yourself in any of these situations. Here's what we're about to look at:

- Having Goals that Look Good on Paper
- Creating Complicated Goals as a Way of Avoiding Taking Action
- Oh No, I'm Succeeding! Abort, Abort!

Having Goals that Look Good on Paper

I've noticed that some clients insist on going after goals that seem really sensible and even ambitious, but that they really don't want deep down.

I almost found myself doing this just the other day, when I was thinking it would be great to have a Masters in a particular subject. However, when I contemplated my feelings I found I didn't even want to spend one whole day learning about that topic! My ego just wanted a new challenge and the letters after my name. That's not to say there would have been no benefit, or that our ego is always wrong – we have to carve out a place for ourselves in the world after all.

But we have one life, and a finite amount of energy to spend. If we think of that energy as extremely precious, one of the most precious things we'll ever own – what do you really want to spend it on? Here are some ways we can easily be tripped up by this:

- You have a peer group that tends to value certain things (which is especially enticing if they're successful people).
- You like sensible goals, perhaps because it makes you feel more in control, you had a chaotic parent or because they seem more defensible and certain.
- You don't really know what you want, so you let yourself be guided by what others want as it seems to be working for them and you'll be in a community.
- Being judged for a unique, personal goal is so much worse than being judged for a sensible goal.
- You want to do what's inline with what you've been aiming for, for years - it would seem odd to suddenly change course now after all the effort you've put in.

Many of my clients abandon the goal that looks good on paper, or adjust it so that they are working towards something they have real interest in and even passion for. However, one client who will not release the good-on-paper goal is still stuck in roughly the same place they were a year ago. Although it is not always the right time to move forward and sometimes we do just need to be sensible, investing a lot of time and energy in a goal with no heart or soul may be very disempowering for you.

Creating Complicated Goals as a Way of Avoiding Taking Action

Have you ever met someone who loved to talk about a goal but never ever actually moved towards it? Perhaps the thought of wanting it has become more a part of their personality than the actual desire to achieve it. Perhaps after thinking about it for years it has become a plan so elaborate that it's become way too heavy to carry forward. Or maybe the person is trying to avoid failure by mapping out every step in painstaking detail.

We need goals that are sleek like otters so they'll glide forward into the future with minimal resistance, carrying only their essence and the vital features they need.

This doesn't only reduce resistance - it allows us to begin and that is huge. It's important that we start so we can overcome that initial natural inertia that's there (like when you start rolling a boulder). But in addition to that, as we start to move forward with our goal we begin to be informed by our experience and to use that new information and sensation to further motivate us as we move forwards. Then we are travelling light and motivated by our early successes.

And if our goal needs to change a little as a result of what we learn, that's OK. An exception might be if you were designing and constructing a complicated piece of engineering that took years to design, but most of us can afford to make some adjustments along the way. And even complicated designs need to be simplified as much as possible.

So in the practical section coming up, you'll be writing out your goal as simply as possible, trimming away any unneeded extras. The final goal should feel true for you and reflects your genuine desire. [!! here check If I have this as part of process/ appendix]

Let's look at an example of an overly-complicated goal:

"I want to start learning to swim in this particular style, but I have to wait 2 months because the instructor I really want to work with starts then and because I need to follow this particular plan I found online and I can only dedicate this amount of time on certain days, so I know I can only start in two months, and only commit to once a week."

Think about the tone of this goal – although the person has clearly done their research, there is a lot of resistance in all the conditions they are placing on their goal. Compare this with stating a goal such as:

"I want to start swimming so I'll go to the pool on Monday and just get in the water. I'll visit the pool twice a week and start getting used to it and I will work towards being able to swim 10 laps by the end of the month."

Do you notice how it feels different? Can you almost see this person stepping into the water, ready and open for the experience? Can you tell that, although they are a little nervous, their willpower is ready and willing to take them through these first steps and on towards their goal?

Now, all this may seem painfully obvious to you. Yes, of course, Suzanne – if I set a goal I will obviously **not** try to avoid achieving it. Right, I believe you, you wouldn't set out to do that. Consciously anyway. So make sure you look at the tone of your goal and also consider how it makes you feel in your body.

Oh No, I'm Succeeding! Abort, Abort!

Why do some of us jump ship right when we're pulling into harbour, give up in the last mile of our run, or "realise" a goal is all wrong – just when we're starting to achieve results?

I know who I am right now, in this state, with this income and these clothes. I know what's expected of me and I know I can manage *this*.

But if I change my life, will I be able to be the person who deserves that? If I'm successful will I know how to say and do the right things that other successful people expect?

Will I be judged and found lacking?

Will my friends or colleagues feel threatened by my success and exclude or criticise me?

Will my family still feel the same way about me?

If I'm successful and make more money will I lose the reason that I blame for feeling bad sometimes, and have to realise that there's another cause and it's inside me?

Will I be lonely if I change my life?

Will I be enough?

If I stop comfort-eating and lose weight, how will I find comfort?

Will I humiliate myself if I commit to my goal publicly and then fail?

If I finish my project and put it out there, will everyone laugh at it, criticise it or dismiss it?

Do I think I really deserve this?

Am I OK with being someone who is more successful/ fit/ healthy/ knowledgeable/ skilled? Or is part of me happier as I am now?

Do I want to stay pursuing this goal more than I want to achieve it?

It's easy to scan these statements with our logical lenses on and think – that's ridiculous, <u>everyone</u> wants to be healthier/ earn more/ succeed.

No they do not. Lots of people want to feel safe. They want to feel like they know what they're doing, what's coming next and to belong to a group that accepts them. Which is why many people would rather be the fans cheering on others who try, or even the critics judging them, than the ones actually taking a risk.

Do you have any of that going on? I do – I've been on both sides of that dynamic. I can tell you that while the "going for it" side is a lot more satisfying it is challenging and it does hurt when you fail or get criticised.

But on the other side, by "playing it safe" you may find yourself fenced into an increasingly small area as your anxiety only grows - even though you aren't pushing yourself beyond your comfort zone. Because our need to grow is built-in, if you're actively resisting it you may be sending yourself the message that the world is scary or that you're defective in some way, and that can make you just as anxious as making a change - or even more so.

It's also important to recognise that any fears you have are probably are justified in some ways - i.e. change *can* be scary.

However, while you're letting them run the show, the idea of them is almost always much scarier than the reality.

In this case it is great to move forward, succeed or change a little and then "check" your fear. For example, you might wonder: "is success as scary as I thought it would be?" Now you know and you can make an educated decision about how you want to live your life, rather than just avoiding the boogeymen in your mind.

Like I say, I've been on both sides so there's no judgement from me. I would say that if you're feeling jealous, critical of others, overly afraid, stifled, resentful or really bored, then you're probably not expanding in the way you need to.

You might also feel worried about moving beyond other people's idea of who you are. If you decide to achieve something, work towards it and then succeed then the reality is you are the person who can do that. Logically that seems obvious. However, emotionally if you know some people prefer to think of you as "less than" or see you in a specific role or box, you may worry about how they'll react. As we grow, relationships have to grow too and some won't be able to because the people in it are more attached to an idea of us rather than the reality of who we are. You can stay small or the same to make other people comfortable, but it's good to remember that it's not healthy for them either and it won't actually make them happy, just less uncomfortable around you.

At a certain point making insecure people uncomfortable just has to be OK.

I hope you enjoyed this preview.

Here is what we'll cover in the rest of the guide:

Two more types of pitfalls people's commonly experience

Empowering Motivation

Discussing Three Main Sources Of Motivation

Part 2: The Goal Setting Process

Connecting To Your Overall Purpose

Discovering Our Purpose
Making "Good on Paper" Goals Work
Finding Your Willpower and Enthusiasm
Finding Your Exciting Angle

Final Goal Check

A Pre-Flight Check For Your Goals

Breaking Your Goals Down, Scheduling Them In

Breaking Your Goal Down
Scheduling Your Big and Small Action Steps
Scheduling in Preparation, Rewards and/or Accountability

Conclusion

Appendix: Worksheets

Printable Sheets To Use For Your Goal Setting Process

References And Further Resources

You can purchase your full guide here.

ABOUT

SUZANNE

WYLDE

Suzanne is a coach with a passion for self-development and an author of several adults books and one for children. She coaches clients who want to live full and genuine lives and leaders who are making a difference in the world.

She lives in London and enjoys going on walks to woods, cafes and bookshops.



More of Suzanne's work:

Check out her range of <u>self-help books</u> for adults and children on a range of wellness topics.

Connect with her on <u>Facebook</u> or <u>Instagram</u> to stay up-todate with the latest news.

For special offers and exclusive news, sign up to the <u>mailing</u> <u>list here</u>, and you'll also receive a free guide to self-development.

Getting the right support sometimes makes all the difference, and 1-2-1 coaching sessions are available on zoom to international clients. You'll find more information on coaching with Suzanne here.

If you enjoyed this guide and would like to share it with a colleague or friend, please share this link with them so they can get their very own copy: https://www.suzannewylde.com/shop/goal-setting-guide/

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