

A man in a grey t-shirt and black shorts is performing a pull-up on a black bar in a gym. He is looking down and to the left. The background shows gym equipment and a green banner with white text. The overall tone is motivational and athletic.

INVICTUS™

# GOAL SETTING GUIDE

REDEFINING SUCCESS

Written by Calvin Sun

# INTRODUCTION

Life can be pulled by goals just as surely as it can be pushed by drives.

- Viktor E. Frankl

In this short eBook, we'll go over the process of goal setting. One of the most important common denominators in achieving success is simply effective goal setting.

There are many common mistakes when it comes to setting goals, which will be covered in this guide to help set you up for successful goal setting.

You will find printable worksheets for each of the goal setting exercises in this book. Fill them out as you go along and keep them handy for review. Do the exercises in order as each one builds on the previous exercise.

You are encouraged to find some quiet, focused time to really consider what you would like to achieve as you begin to work through the exercises.

After all, this is your future we're talking about.

Invictus Fitness is a results-based fitness facility. Our World-Class coaching staff is trained to work with our members to ensure they are working towards their goals. This level of knowledge and accountability will make sure you are successful in achieving what you set out to do.

**Let's get started!**

## Connect with Invictus



Exercise #1

# One Year From Now

If you don't design your own life plan, chances are you'll fall into someone else's plan. And guess what they have planned for you? **Not much.**

- Jim Rohn

This exercise is all about exploring the world of possibilities. What would you do if you knew you couldn't fail? Below, use your imagination and answer the following questions as vividly as possible.

In one year from now.....

How do you look? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How do you feel? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What have you accomplished? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who are you surrounded by? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# HOW TO SET SMART GOALS

“A goal properly set is halfway reached.”

- Zig Ziglar

A critical component of goal setting is simply knowing how to write them effectively. Goals that are too broad or vague will be less effective. Statements like “I want to get fit”, “I want to lose some weight”, “I want to work on my nutrition”, and “I want to get better” are all examples of goals that are too broad to be useful. They aren’t specific, nor are they measurable. One way to make sure you are setting goals effectively is to use the S.M.A.R.T. format (Specific, Measurable, Achievable, Relevant, and Time-bound). Specific and measurable goals require you to get more clarity on what it is that you really want to accomplish. In this section, you can use a basic primer on SMART goals as well as some current best practices to help you set effective goals for yourself.

## 1. Don’t Set More Goals Than You Can Count On One Hand.

Studies suggest that you really can’t focus on more than seven things at once (give or take). Stick with a maximum of five goals, with two to three goals being ideal for most. Don’t create dozens of sub-goals under one very generic goal to cheat this guideline. And don’t confuse action items and to-dos for goals. Greater focus on fewer goals will yield a higher quality result.

## 2. Be SMART With Your Goals.

The SMART goal format is an easy and proven method for setting goals that you will actually achieve. Review the examples in this section to help you write your own goals when you fill out the included worksheets.

### Specific:

You must know exactly what you want. Be very clear about what it is you are trying to accomplish. Avoid nonspecific or ambiguous language when setting your goals.

**Too broad:** Increase my strength.

**Better:** Increase my clean & jerk by 10 kilograms.

### Measurable:

Your goal must be measurable. How else are you supposed to know if you have made any improvement? “Get healthy”, “be fit”, and “get better at gymnastics” aren’t measurable goals. Make sure there is a metric you can use to evaluate your progress towards achieving your outcome.

**Not measurable:** I want to look fit.

**Better:** I will lose 5% body fat.

### Achievable:

Your goal should challenge you and put you outside of your comfort zone. At the same time, it needs to be something that you believe is attainable. Don’t set a goal if you don’t believe you can actually achieve it. Consider working with a coach if you find yourself struggling with self-limiting beliefs.

### Relevant:

Your goal should be relevant to your vision for yourself. As you begin to set your goals, look back to what you wrote in exercise #1 and make sure it fits with your

vision for yourself. For example, if your primary goal is focused around looking good in a swimsuit, a goal of competing in a recreational sport isn't as relevant as goals surrounding your nutrition habits and training plan.

### **Time-bound:**

All of your goals should have a "due date". Not a year, not a month, but actually pick a day that you will accomplish this goal.

**No due date:** Set a new personal record of 20 strict pull-ups.

**Better:** Set a new personal record of 20 strict pull-ups by December 31.

## **3. Break Up Large Goals Into Manageable Pieces.**

No goal is too great if you can break it down into a series of smaller, easily achievable goals. For example, is it easier to add one hundred pounds to your back squat in a year or add two pounds each week? If you add two pounds a week for a year, you will have added one hundred pounds (one hundred and four to be precise). Chunking your goals into small pieces allows your mind to focus on achieving something realistic in the interim as well as build your confidence around your ability to achieve the big goal.

## **4. Positively State Your Goals.**

A common mistake is to state goals negatively. Words like "avoid", "not", and "limit" are often used in negatively stated goals. For example, "I will avoid eating ice cream and cookies" is an example of a goal that has been written with negative language. The problem with focusing the goal around what you don't want is that you will still focus on the undesired outcome. If someone says, "Whatever you do, don't think of the color blue", you probably will think of the color blue. If someone says, "don't think about eating cookies", you still think of

eating cookies because you need to think about what you don't want to think about. "I will hire a nutrition coach to help me improve my eating habits" would be one way to phrase the goal positively while still achieving the same result.

## 5. Write Your Goals Down.

Writing your actual goals down on old school pen and paper and keeping them posted somewhere visible is a great way to remind yourself daily of your goals. For your convenience, this eBook includes a printable worksheet where you can write down your goals.

## 6. Keep Them Posted Where You Can See Them Often.

You know the old adage: "Out of sight, out of mind". Make sure your goals and their respective action plans are visible and easily reviewed. Short-term goals should be reviewed on a daily or weekly basis, mid-range goals can be reviewed monthly, and long-range goals can be reviewed quarterly or biannually. Sometimes goals (or action plans) need to be revised and updated. Frequently reviewing them allows you to make sure you are moving towards your vision for yourself.

## 7. Share Your Goals (with a select few).

It's common practice to share your goals with everyone. Typically, you hope your friends, family, and co-workers will hold you accountable and you'll feel the social pressure to fulfill those goals. However, some experts argue that sharing goals can actually make them less likely to happen. Share your goals with people who are truly committed to helping you achieve them such as your coach and select members of your peer group.









**Exercise #3**

# Let's Set Your Goals!

The new year stands before us, like a chapter in a book, waiting to be written. We can help write that story by setting goals.

- **Melody Beattie**

On the following page, work backwards from your one-year goals to create ninety-day goals. From there, create your thirty-day goals. These smaller goals will serve as milestones on your journey to success. Remember, goals should be written in the present tense, positively stated, and in SMART format.

**Example:**

- I want to get stronger. (not specific, measurable, or time-bound)
- I will increase my back squat by 20 pounds by June 25.

## Goal Setting Checklist:

- Is Your Goal Positively Stated and Concise?
- Is It Written In The Present Tense?
- Is It Specific?
- Is It Measurable?
- Is It Attainable?
- Is It Relevant To Your Vision?
- Is There A Due Date?

# MY GOALS

Keep this page posted where you will see it often.

## 1-Year Goals

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 90-Day Goals

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 30-Day Goals

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Exercise #4**

# Creating Your Plan

When it is obvious that the goals cannot be reached,  
don't adjust the goals... adjust the action steps.

- Confucius

Great job on setting your goals! But we can't just set goals and sit on them. We have to take action! In this final exercise, we'll create your action plan that will help you achieve the result you are after.

## Action Plan Instructions

1. Fill in one of the goals you established in exercise #3.
2. Add the "why's" you identified in exercise #2.
3. List all of the action steps and to-dos needed for this goal.
4. Identify the coaches and peers that can serve as your support network.
5. Decide on the very first action step you can complete.
6. Take action as soon as possible!

Create an action plan for one to three of your goals. Create some momentum around your goal by taking the first step. It might be something as simple as reaching out to your coach and sharing your goal or asking for some help. Each week, review what steps need to be taken to move you a little closer towards your goal. Have a coach or peer hold you accountable if needed.



## My Action Plan

A journey of a thousand miles begins with a single step.

- Lao Tzu

### Goal or Result:

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### Purpose or Why:

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### Action Steps:

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### Support Network:

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## My Action Plan

Action is the foundational key to all success.

- Pablo Picasso

### Goal or Result:

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### Purpose or Why:

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### Action Steps:

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### Support Network:

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## My Action Plan

The secret of getting ahead is getting started.

- Mark Twain

### Goal or Result:

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### Purpose or Why:

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### Action Steps:

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### Support Network:

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## YOU ARE READY TO DOMINATE YOUR GOALS!

**G**reat job on setting your goals and creating your action plans! This is the most important step in creating change. We are excited to have been a part of this first step, and would love to work with you to continue assisting in your success!

Our coaches are trained and experienced in working with clients to achieve their goals. Whether your goal is to dominate your sport or re-establish yourself in a health and fitness routine, we can help. Since 2010 we've been helping clients from around the world achieve their fitness goals through online coaching and program design. Let one of our team members help you stay on track. Contact us at [info@invictusathlete.com](mailto:info@invictusathlete.com) for more information about remote coaching.

If you live in San Diego or Boston, email us at [info@crossfitinvictus.com](mailto:info@crossfitinvictus.com) to schedule a consultation, or visit us at one of our gym locations:



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