



7 Reasons you may not be achieving your goals

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Because one of my roles is coaching people to set and achieve goals, I come across quite a number of reasons why people don't reach their goals. Below are some of the most common ones. If you are someone who feels they just, somehow, are never able to achieve their goals then read on and see if any of the following apply to you.

1. In order to achieve a goal you must know what it is you want to achieve. If you say, "my goal is to be wealthy", well, what is that? You, and others don't really know what your goal is, and you certainly won't know when you have achieved it. Vague does not have a place in setting goals. You need to be very **specific**. The more specific you are the better. You must know exactly what it is you want to achieve. Other people, on reading or listening to you tell them what your goal is must be able to understand exactly what you will have achieved when you reach your goal. "I want to be earning a gross salary of R70 k a month and have paid off all my credit card debt" is a goal. You know what you have to achieve, and you and others will know when you have achieved it.

2. You need to set timelines for yourself. A lot of people tell me they procrastinate at tasks unless there is a **deadline**. Actually, that is true for most people. Our brain requires a deadline for something to be done; for us to get to work on some task. People who complete tasks before a set deadline are working to another deadline they have set for themselves in their head. So set timelines. If something unforeseen happens in your life and you need to, you can move the due date for goal achievement out. But you must set a time for completing the goal in order to generate the urgency needed to get working on it.

3. A lot of people set themselves goals they don't really want to achieve. Often physical exercise is one. People set goals of going to the gym a certain number of times a week, yet they hate going to gym. Our brains are wired to move towards what makes us happy and gives us pleasure and run away from what makes us unhappy and miserable. If you set a goal that you are not inspired by, that you don't really like, it is going to be so hard for you to keep at it. You are going to dread doing the action steps to achieve the goal. Don't do this. If it is a goal you have to reach, for example sales targets, then think of the goal as something you will be able to afford once you meet the sales targets. Once you have set your goal, ask yourself if this **inspires** you. If it doesn't then change or rewrite the goal so it does.

4. Some people, who are not used to setting and achieving goals, often start out by setting huge goals for themselves. And then they battle to achieve them or don't achieve them. You want to achieve your goals. Each time you set and achieve a goal you build your confidence and belief that you can achieve your goals and so you are able to move on to setting bigger

and bigger goals. If you don't have a history of achieving goals rather start off **small**. A goal can even be something you are going to achieve in a day. Make it as small as you like. Just make sure you feel confident that you can do it.

5. In achieving goals your **mindset** is very important. This includes removing limiting beliefs you may have about why you cannot achieve your goal, as well as fears you may have. If you want to achieve your goals you need to spend some time, with a coach if necessary, exploring your beliefs and fears and excuses that stop you from achieving your goals. If you very strongly believe you will not be able to undertake a task required to achieve your goal, or you have a mindset that says I never achieve my goals, these thoughts and beliefs will hamper you from achieving your goals. We take actions and we look for information to support our beliefs. If you believe you will not be able to do something you will not even try to do it. And your belief will become true.

6. People who achieve their goals know how to use their **emotions** for their benefit. We are all emotional beings. Whether we like it or not we have emotions. People who get on in life and live the lives they want to are people who know how to use their emotions. Emotions get us to take action. They motivate us. They can also demotivate us and keep us stuck. You can manage your emotions, and you want to do this. If you only work at your goals on the days you feel good, and you have lots of days when you don't feel good, you are not going to get very far. It is possible to work with your emotions and get them to work for you. If you don't know how to do this, then once again a coach can help.

7. There is too much **stress** in your life. A certain amount of stress can help you get things done. Too much stress is harmful. The stress hormones that are released interfere with productivity, creativity, decision making, and problem solving among other cognitive tasks. If you are too stressed you are going to struggle to complete your tasks. Another consequence of stress is illness. Many mental and physical illnesses get in the way of achieving goals. If you are very stressed you are more likely to get mentally or physically ill. You want to be healthy to reach your goals. So, manage your stress levels so you can be at your healthiest, and your productive best.

Goals is how we get things done in life. I have not met anyone who does not want to set and achieve goals. Goals are also good in that they give us a sense of purpose and direction for our life. Most of us need a sense of purpose to get through life. Otherwise we just drift through the days. Most people are at their happiest when they are working towards a goal that means something to them.

Like most things in life, the more you set and achieve goals the more confident you get that you can do it. And before you know it, you are achieving some huge, life-changing goals.