

# 2023 NEW YEAR Goal Setting Workshop

Moderator:Alaina Capasso  
aecapasso@uri.edu  
RI Small Business Development Center  
Webinar Coordinator

Presentation by:  
Amanda Basse



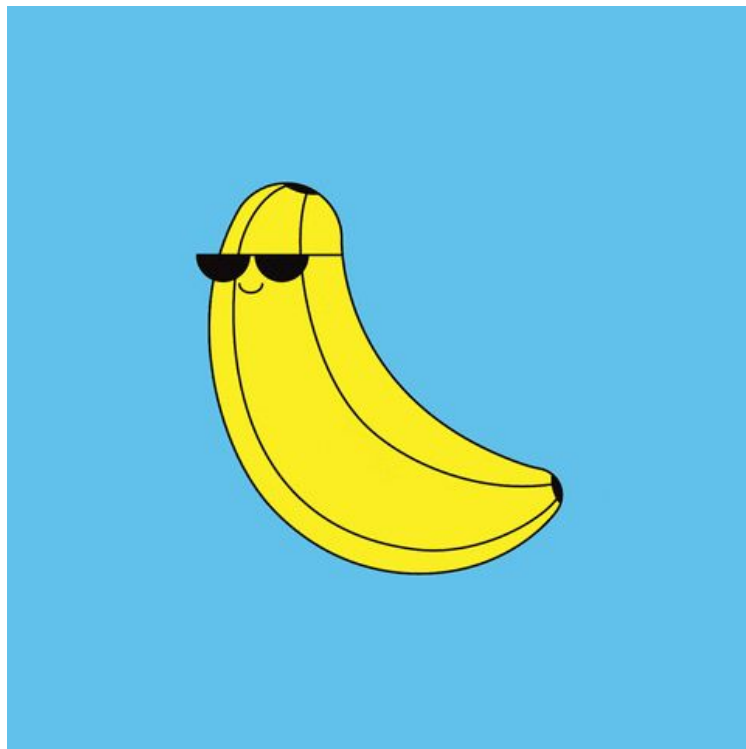
We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



2023

[bellsandwishes.com](https://bellsandwishes.com)

New Year. New You.



New Year. Same You.

The word "New" is written in a playful, bubbly font. Each letter is filled with a different color from a rainbow spectrum: 'N' is red, 'e' is orange, 'w' is yellow, and 'w' is green. The letters have a slight 3D effect with a dark shadow underneath. The text is centered on a light beige background.

# New Years Goals Stats

## Success/Failure rates over the first 6 months

- After 1 week 75% are still successful in keeping it.
- After two weeks, the number drops to 71%.
- After 1 month, the number drops again to 64%.
- And after 6 months, 46% of people who make a resolution are still successful in keeping it.
- In comparison, of those people who have similar goals but do not set a resolution, only 4% are still successful after 6 months.

# Reasons for Failure

- In one 2014 study, 35% of participants who failed their New Year's Resolutions said they had unrealistic goals.
- 33% of participants who failed didn't keep track of their progress.
- 23% forgot about their resolutions.
- About one in 10 people who failed said they made too many resolutions.

# Goals: Clarification

A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards to the right, filling the bottom right portion of the slide.



# Goal Setting vs Wanting Something

## 1. **Assess Your Current Situation.**

Take stock of where you are now and decide where you want to be in the future.

## 2. **Get Clear.**

Get HYPER specific about your desired end result you desire and the reasons why you want to achieve this goal, will lead you to consider WHO you must be, do, AND have to get what you want.

## 3. **Plan.**

What are the daily, weekly, monthly and quarterly actions (tactics) you must in order to reach your goal? How will you measure success?

# Goals VS Tactics

A **goal** is a broad primary outcome. WHAT DO YOU WANT TO ACHIEVE

A **tactic** is a tool you use in pursuing an objective associated with a strategy.

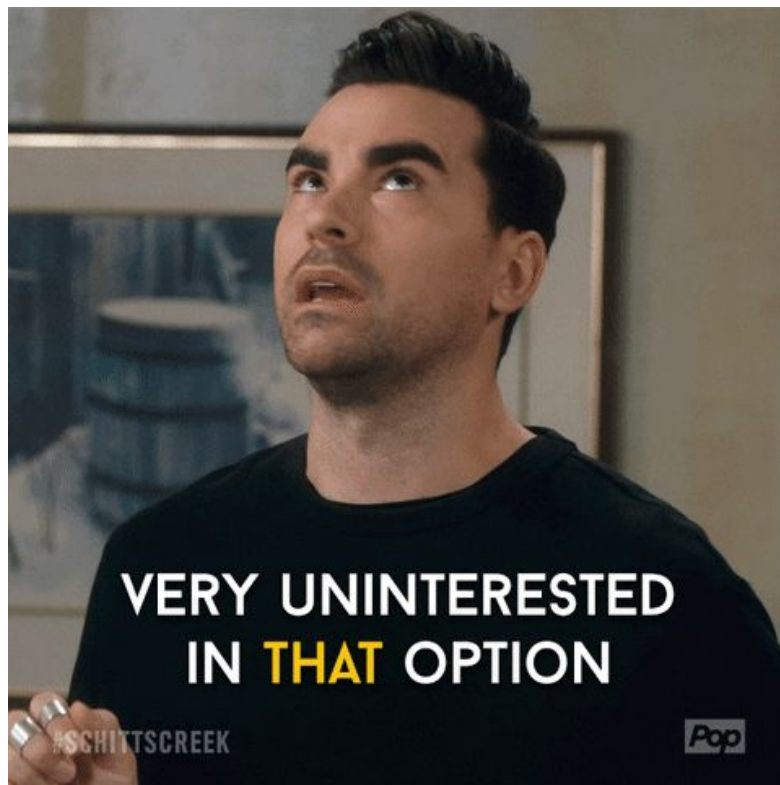
# Goals vs Vision

Setting a vision is the most effective strategy for setting goals because it gives your goals a direction.

Your vision is where you want to be and what you want to achieve in life.

Your goals offer a roadmap to your vision. If you don't clearly envision your end destination, you cannot make your roadmap.

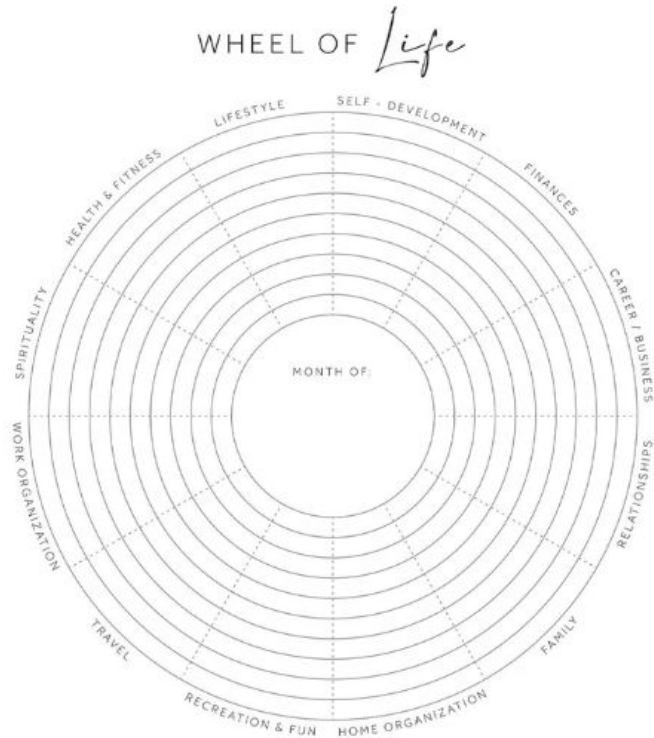
# Vision



Let's Get Started

A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards to the right, filling the bottom right portion of the slide.

# Types of Goals



Lifestyle  
Health  
Fitness  
Spiritual  
Self-Development  
Financial  
Career / Business  
Relationships  
Family  
Home Organization  
Recreation / Fun  
Travel  
Work Organization

# How Many Goals Should You Set?

Many people fail at reaching their goals because they set too many goals. Realistically, how much time do you have per day to focus on the tactics required to reach your goals?

Each goal will require you divide your attention and focus. As a rule of thumb, you will want to strive to have around 3 goals that you can dedicate your time to. It is better to have 2-3 strong goals with well align tactics that you can dedicate yourself to, than 5+ goals and be stretched so thin you aren't able to dedicate the time and resources required to achieve your goal.

Focus on Quality, Not Quantity: The quality of your goal, what it means to you, its importance, and how it is going to benefit your life other than just being able to say you completed something, is what will keep you on track.

# Write Down Your Top 10 Goals for the Year

What are the top 10 things that come to your head?

Have more than 10? Write them all down!

There is no wrong way to do this.



# Write Down Your Top 10 Goals for the Year



# Top 3

## **TIP**

This is a 12 week plan. You will have opportunities to work on other goals throughout the year. The focus of the next 12 weeks is to PRIORITIZE what your focus will be on for the next quarter.

Goals: = Outcomes

Tactics: = Actions

Is it SPECIFIC and MEASURABLE

**THINK ABOUT YOUR CRITICAL FEW!!!**

# Building Your Plan

A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards to the right, filling the bottom right portion of the slide.

# List Our Your Goals and Tactics

1. Each goal should have 3-5 tactics at a minimum
2. Do not overwhelm yourself with busy work
3. What can you honestly do on a regular basis, that you will stick to

# Create an Action Plan

<b>Goal 1</b>	<b>I am generating \$100,000 or more new sales from my webinar</b>
	Get 10 new leads a day to optin to webinar
	Invite 3 prospects to a sales call a day
	Send a follow up email for people who watched webinar
	<b>Total Possible</b>
<b>Goal 2</b>	<b>Improve health and lose 15 pounds</b>
	Exercise for 45 min/ day for 4 days a week, 2 of these days to be strength training
	Cut out refined carbs and added sugars
	Sleep 7-8 hours
	<b>Total Possible</b>
<b>Goal 3</b>	<b>Acquire 3 B2B contracts</b>
	Reach out to 3 corporate businesses per day, 5 days a week
	Create, edit, upload and publish one high quality piece of content per week
	Offer 5 free Facebook pixel audits to businesses per week

# Create a Detailed Action Plan

<b>Goal 1</b>	<b>I am generating \$100,000 or more new sales from my webinar</b>
	Get 10 new leads a day to optin to webinar
	Invite 3 prospects to a sales call a day
	Send a follow up email for people who watched webinar
	<b>Total Possible</b>
<b>Goal 2</b>	<b>Improve health and lose 15 pounds</b>
	Exercise for 45 min/ day for 4 days a week, 2 of these days to be strength training
	Cut out refined carbs and added sugars
	Sleep 7-8 hours
	<b>Total Possible</b>
<b>Goal 3</b>	<b>Acquire 3 B2B contracts</b>
	Reach out to 3 corporate businesses per day, 5 days a week
	Create, edit, upload and publish one high quality piece of content per week
	Offer 5 free Facebook pixel audits to businesses per week

<b>Goal 1</b>	<b>I am generating \$100,000 or more new sales from my webinar</b>
	Get 10 new leads a day to optin to webinar using paid ads and organic invites
	Invite 3 prospects to a sales call a day using DM contacts and lead ads
	Send a follow up email for people who watched webinar within 24 hr of viewing webinar
	<b>Total Possible</b>
<b>Goal 2</b>	<b>Improve health and lose 15 pounds</b>
	Exercise for 45 min/ day for 4 days a week, 2 of these days to be strength training
	Cut out refined carbs and added sugars, including 'zero sugar' substitutes
	Sleep 7-8 hours per night
	<b>Total Possible</b>
<b>Goal 3</b>	<b>Acquire 3 B2B contracts</b>
	Reach out to 3 corporate businesses with 25+ employees per day, 5 days a week
	Create, edit, upload and publish one high quality piece of content per week, upload to all SM channels and YouTube
	Offer 5 free Facebook pixel audits to businesses per week for businesses with 25+ employees

# Consider Weekends

Some of your goals will require you to put in work on weekends. You have to decide on what schedule works for you.

Example: Your professional goals might have a strict Mon-Fri schedule. But if you have as a goal that you need emails written and you don't finish them during the week you may have to work on them over the weekend to stay on track.

# Building Your Calendar

A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards and to the right, filling the bottom right portion of the slide.



# Schedule Your Prioritized Tasks



He who fails to plan is planning to fail.

— *Winston Churchill* —



# Calendar Blocking

Monday 1.3(remote)	Tuesday 1.4 (remote)	Wednesday 1.5 (at office)	Thursday 1.6 (remote)	Friday 1.7 (at office)
<b>10:10</b> Email, Discord and Slack	<b>10:00</b> Email, Discord and Slack	<b>10:00</b> Tapaaminen 3d artistin kanssa.	<b>09:30</b> Handling invoices and other receipts	<b>9:20</b> Setting up office appliances
<b>10:30</b> Call with accountant to talk about May	<b>10:25</b> KPI results with team on Discord.	<b>10:50</b> Email, Discord and Slack	<b>11:25</b> Setting up new Wifi	<b>9:40</b> Email, Discord and Slack
<b>11:30</b> Working on public grants application	<b>12:00</b> Lunch	<b>11:20</b> Working on public grants application	<b>12:00</b> Fixing salary payments	<b>09:55</b> Discussing game visuals with the team
<b>12:00</b> Lunch	<b>12:25</b> Game design + KPI analysis	<b>11:50</b> Email, Discord and Slack	<b>13:30</b> Lunch	<b>10:20</b> Emailing our internet provider
<b>12:30</b> Working on public grants application	<b>12:55</b> Working on public grants application	<b>12:00</b> Getting an upgrade to the office Wifi	<b>14:00</b> Accounting admin work, misc.	<b>10:40</b> Game design, creating some economy changes
<b>13:05</b> Working on Test 6 ad campaign for Facebook	<b>15:30</b> IAP builds and sprint planning	<b>12:45</b> Starting work on contract with new 3D artist	<b>14:20</b> cancelling old accounting contract	<b>12:30</b> Emailing our angel investors
<b>13:20</b> Business Finland Tempohakemuksen tekeminen	<b>17:20</b> Workday ending	<b>13:20</b> Lunch	<b>14:30</b> Email to accountant	<b>12:45</b> Accounting meeting over Zoom
<b>13:40</b> Working on Test 6 ad campaign for Facebook		<b>13:45</b> Ordering office equipment	<b>14:45</b> Getting used to accounting tools that we will be using	<b>13:00</b> Taking a stroll in the park
<b>13:45</b> Working on public grants, dealing with invoices		<b>14:35</b> Meeting about game character art	<b>16:00</b> Visited store to get office appliances for team	<b>13:15</b> Game design, creating some economy changes
<b>14:20</b> Discord, slack and emails with team		<b>16:30</b> Game design (characters, buildings)	<b>17:55</b> Workday ending	<b>17:30</b> Workday ending
<b>16:35</b> Emails and other messages		<b>17:30</b> Setting up office equip. for new members		
<b>16:55</b> Workday ending		<b>18:45</b> Workday ending		

# Tracking

A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

# Progress vs Perfection

## **NOT ALL ERRORS OR SETBACKS ARE FATAL**

It's important to distinguish between "minor" and "major" problems when working towards a goal.

Minor problems can be fixed without dramatically changing your overall tactics.

Example: If you realize you need more than 45 min of working out to reach your goal you might have to adjust your tactics.

If you find yourself repeatedly adjusting your tactics, it's time to ask if the goal and tactics are aligned and realistic.

Example: Making \$100k in 90 days might not be possible if you do not have an engaged and ready to buy audience and the amount of content you are able to produce can not warm them up quickly enough to hit your goal.

# Celebrate Your Wins

Don't get so caught up in reaching the destination that you do not enjoy the journey.

This is not meant to be a perfect journey. You will hit speed bumps. Celebrate your wins and begin each day renewed.

**GOALS ARE MEANT TO CHALLENGE AND PUSH YOU TO GROW**

# Transparent Tracking

Jan 3	Jan 4	Jan 5	Jan 6	Jan 7	Jan 8	Jan 9		
Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Total	Score
1	1	1	1	1	0	0		
1	1	1	1	1	0	0		
1	1	1	1	1	0	0		
							15	
							21	71%
1	0	1	1	1	0	0		
1	1	1	1	1	1	1		
1	0	0	1	1	1	0		
							15	
							21	71%
1	1	1	1	1	0	0		
1	1	1	1	1	0	0		
1	1	1	1	1	0	0		
							15	
							21	71%

# Make Adjustments

You may need to make changes to your tactics as you go through the process. If you find you need to add or change the actions required to reach a goal **GIVE YOURSELF PERMISSION TO DO SO.**

Don't be so rigid that you end up self sabotaging yourself.

Life will always win against the perfect calendar.

Celebrate

A dark blue, solid-colored shape that starts as a thin line on the left side of the page and expands into a wide, triangular-like shape towards the right, occupying the bottom portion of the image.



# Wins vs Redos

If you do not hit your goal it is not necessarily a loss.

Look at it as an opportunity for a redo

- What didn't work?
- Why didn't it work?
- Can you modify your goal?
- Do you need more clarity on your goal?
- Do you need more clarity on your tactics?

# Celebrate



# Conclusion

A dark blue, solid-colored shape that starts from the bottom-left corner and extends diagonally upwards to the right, covering the bottom half of the slide.

# Sacrifice

All goals require some level of sacrifice. It's unlikely you will achieve anything significant without making sacrifices.

- Using their fun or recreation time to work on a goal
- Giving up immediate pleasures, such as food or entertainment, for a goal

**View sacrifices as a long-term investment in yourself.**

# Fast Growth is Overrated

...and often not sustainable!!



# Resources:

[12 Week Year](#)

[New Year Resolutions Statistics](#)

[The Importance of Goal Setting](#)

[CEO Calendar](#)

[GIFs](#)

Wheel of Life: [Option 1](#) & [Option 2](#)

# Questions?

Type your question to the chat box

Contact Us:

401-874-7232

<https://bit.ly/regRISBDC>

aecapasso@uri.edu

