



The secret to accomplishing what matters most to you is committing.

Writing your goals down on paper is important for many reasons. Statistics indicate you are 40% more likely to achieve your goal if it's written down. There is a part of your brain called the Reticular Activating System (RAS). It is responsible for what you become aware of, both consciously and unconsciously. When you write things down, there is a much stronger chance you will remember them. Written down goals are like markers on a highway - they enable you to see how far you have come and just how far you need to go. They also provide an opportunity for celebration when you achieve them.



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You could also create a Dreamboard. Think about where you want to be in one year to three years. Find images that inspire you and create a digital Dreamboard or print them onto a noticeboard. The power of positive journaling will force you to clarify what you want.

Your actions determine your results. When writing down your goals, you are re-enforcing their importance in your brain every time you look at them.



But writing them down in itself and then doing nothing will not work either! You need to articulate your intentions and then take action. Review your goals every quarter.

And who doesn't love crossing a goal off the list!?

A proven method of goal setting is to ensure your goals are SMART- those that are

- Specific
- Measurable
- Achievable
- Relevant
- and Time-bound.

Most of us have been in the position of setting new year's resolutions, only to write them off sometimes only days later. Research indicates greater success when you set your goals into smaller, bite-size segments. This way, rather than reaching for the stars and often becoming disillusioned, you will be incentivised when you reach your milestone and want to continue.

Setting goals quarterly and reviewing them often, is smart indeed.

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Clarity helps to define your purpose and setting SMART goals will propel you forward to achieving success.

Written by Reika Roberts

Reika Roberts is the Chair of ABIC. She has over 30 years business experience and is considered a thought leader in the industry. With a strong background in business management, client development and start-ups, she holds a double degree in accounting and finance and post graduate qualifications in skin. Reika has gained deep fulfilment in mentoring talent and seeing future leaders of our industry emerge. As Managing Director and co-founder of derma aesthetics, distributor of dermaidivals skincare and Exceed medical micro-needling, she is primarily responsible for the commercial operations and is proud of the multiple awards won globally for marketing and customer service.

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