



January Newsletter

January, 2011

## Turning Resolutions into Reality

Once again, it's New Year resolutions time! Once again we promise ourselves to lose weight, make more money, improve relationships, be the top sales person, etc. Sadly, too many of us will never quite reach those goals. But don't be too hard on yourself, it's not you as much as it is how you approach achieving that goal that makes the difference. Many people mistakenly believe that all they have to do is set a few goals in their head or talk about it and they'll miraculously be attained. Unfortunately, it does not work that way. Goal setting is a systematic process that involves continuous planning, evaluating, and adjusting.

### *Do Goals Really Work?*

The most frequent question people ask about goal setting is "does it work?" The answer is an unqualified yes! Goal setting is a highly effective, universal performance enhancement skill that works across a wide variety of tasks and across diverse settings. Goal setting provides motivation and sustainability during times when achieving the goal seems especially difficult. Research shows that, of the many performance enhancement techniques used to improve our performance and lives, having clear goals and a goal plan consistently correlate with improved performance.

### *How Goal Setting Works*

With the confidence that goals do work, it's important that we understand how they work. Goals give an element of individual control in situations where one has little. By having identified a specific target, a goal helps by directing our attention to very specific tasks, mobilizing and prolonging our effort and intensity, encouraging resilience and perseverance in the face of adversity, and facilitating the development of new problem-solving strategies. It is a strong motivational factor.

### *The Benefits of Goals*

Goal setting helps us become more efficient by focusing our energy on actions that lead to goal attainment. This increases clarity and effort while reducing wasted energy and time. Progress towards goals increases self-confidence, enhances productivity, increases well-being and promotes higher levels of motivation. As we begin to feel more confident and motivated, stress lessens and we develop a healthier outlook on life. Goal setting is a systematic process. Simply 'wanting' or 'needing' better relationships, increased production, sales, or income is necessary but not sufficient! We must learn how to systematically set and achieve goals.

## *What We Do Must Fit With What We Think*

The brain does a funny thing with what we think and say to ourselves each day. It checks that against our behavior to see if it's consistent with our thoughts. If not, a discomfort develops with a push to resolve this internal conflict. APEX has developed an innovative and systematic approach to reducing or eliminating this dissonance by a goal setting process that develops a mindset consistent with the goals. This systematic approach leads to an extraordinary level of personal control, motivation and perseverance to see us through the realization of our goals. At APEX, we have assisted a wide-range of people through this process including business executives, high-ranking government officials, and professional athletes. Key components of this process include,

- going from your dream to concrete goals,
- developing the necessary commitment,
- evaluating potential barriers to goal attainment & working through them,
- constructing action plans that take you step by step towards your goal,
  - obtaining objective feedback,
  - evaluating goal progress, and
- reinforcing goal achievement through positive affirmation aids

So, the bad news is that nearly a month has passed and more than likely you have not moved ahead with your New Year's resolution. The good news is that the journey starts with the first step and then another and another until you find yourself going down the desired path. Having a well designed goal setting process makes this easier by reinforcing your steps along the way.

### About Apex Performance, Inc.

Apex Performance provides performance improvement services to military units, pro and college athletes and senior executives who need to build mental agility and mental toughness. APEX Performance provides training to deliver results on the core of leadership - self awareness, confidence, mental agility, and composure. Utilizing a combination of personalized development programs, follow-up coaching, and advanced sensory technology, APEX provides the tools and learning required to achieve sustainable peak performance.

Apex Performance is headquartered in Charlotte, NC.

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Apex Performance is a Service Disabled Veteran Owned Small Business.

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## Happy New Year!!!