



## APEX PERFORMANCE, INC NEWSLETTER

Monthly Newsletter  
January/February 2008

### ***GOAL SETTING:***

#### ***From Resolutions to Reality!***

*Without **goals**, and plans to reach them, you are like a ship that has set sail with no destination. -Fitzhugh Dodson*

*If what you did yesterday seems big, you haven't done anything today. -Lou Holtz*

Once again, the New Year has arrived and . . . once again we make those resolutions to lose weight, make more money, improve relationships, be the top sales person, etc. Sadly, most of us will never quite reach those goals. But don't be too hard on yourself, it's not you, it's how we approach achieving that goal that sets us up for failure. Many individuals 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

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and sustainability during times when achieving the goal seems especially difficult.

## ***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.

## ***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.

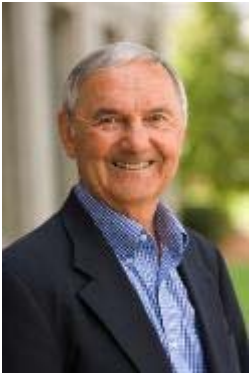
## ***What We Do Must Fit With What We Think***

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 (in psychology we call this *cognitive dissonance*). APEX has developed an innovative, systematic and integrated 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 through key components of this process including, going from your "dream" to setting concrete goals,

- developing the necessary commitment,
- evaluating potential barriers to goal attainment and 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 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 and by reinforcing your steps along the way.



**Sincerely,**

Louis Csoka

APEX Performance, Inc.

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