Succeed: How We Can Reach Our Goals

- Book info
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  - Author's website http://heidigranthalvorson.com/
  - Amazon link http://www.amazon.com/Succeed-How-Can-Reach-Goals/dp/1594630739
- What Goals vs. Why Goals
  - Why Goals
    - Big picture
    - Later in time
    - Meaningful
  - What Goals
    - Nitty gritty
    - Sooner, next step
    - What are the steps
    - Subtopic
- Expect to succeed
  - Expect that there will be obstacles
  - Do not expect it to be easy
  - Think realistically about what it will take
  - Contrast positive result vs. obstacles to overcome
  - Unconscious goals as effective as conscious ones
  - Use triggers, words, images, models to trigger unconscious goals
- Optimism - Pessimism
  - Realistic works
    - Preparation
    - Why / how will I do well?
    - How likely is it others will do well?
    - How can I make success happen
    - Visualize steps to success (not just the end success)
    - Reflect on past success
    - Success will come and there will be obstacles and it won't be easy
  - Unrealistic optimism often fails
    - Rely on luck
    - Rely on a fixed ability
    - Success will come easily = recipe for not hitting goal
- Being Good vs Getting Better
  - Being Good
    - Entity thinking - you are the way you are, can't improve. Data and research shows this is WRONG
    - Good for straightforward or easy goals
  - Getting Better
    - You can change and improve, embrace the potential for change
    - Mastery goal
    - Good for complex, difficult, unfamiliar
    - More meaningful along the way
    - Focusing on getting better instead of being good helps resist depression
- Promotion vs Prevention Focus
  - Promotion
    - Focus on Gain, achievement
    - Ideal outcome
    - Feels like eagerness
    - Optimism works for Promotion goals
    - Attaining Promotion goal feels exhilarating
  - Prevention
    - Focus on Safety, minimize loss
    - "Ought to"
    - Feels like vigilance
    - Thinking positive is bad! Overconfidence, unrealistic
    - Defensive pessimism actually motivates prevention goals
    - Attaining Prevention goal feels calm, relaxed, relief
- Human Needs
  - Relatedness
    - Love & be loved
    - Belonging
  - Competence
    - Being able to affect your environment and get what you want from it
    - Growth, new skills
  - Autonomy
    - Self chosen goals have intrinsic motivation
    - Intrinsic motivation lights the biggest fire, not wealth, status, external validation
    - The feeling of choice
    - Autonomy is not selfishness
- Grit
  - Americans attribute success to ability
  - Asians attribute success to effort
  - Achievement requires grit, determination
  - Grit is enhanced by Getting Better goals
- Feedback
  - Negative
    - Feedback - honest - don't protect feelings
    - Feeling bad is necessary consequence of honest negative feedback
    - Specific feedback identifies elements to address for success
    - Acknowledge the negative AND that Success is still within reach
  - Positive
    - Sincere & true
    - Specific
    - Emphasize behaviors under person's control
    - Praise effort over ability
    - Don't compare to others
    - Not controlling praise - I'm proud of your enjoyment...
    - Convey attainable standards
- Let some goals go
  - Choose authentic autonomous goals
  - Attribute success or failure to the right causes - Why am I have a hard time meeting my goal?
    - Need more time
    - Need more effort
    - Need a new approach
    - Need help from an expert
    - Need greater self control
    - Need a better plan
    - NOT - I don't have what it takes
    - NOT - I'm unlucky or I'm stupid
  - Am I able to do what it will take, and will it cost too much to do it?
- Simple Strategies
  - Make a SIMPLE plan - what when where
  - If-Then: If it is Mon Wed Fri at 7:00 then I'm at the gym
  - Link situation to goal, make it automatic
  - Stop before you start (don't eat the first potato chip)
  - Anticipate and target the obstacles
- Pitfalls
  - Intention only counts for 20-30% of achievement
  - Competing goals
  - Lack of feedback - can't reach a goal without knowing how I'm doing
  - Missed opportunities - too busy, reluctant to do activities required for goal, no fun
  - Low glucose in blood - lowers self-control
  - HALT - Hungry Angry Lonely Tired - conditions for low self control
- Goals for others
  - Personal control - give person choice between goals
  - Let person decide how to do goal
  - Participate in decisions, understand why
  - Develop contract - in public
  - Use cues - words, pictures
  - Framing the goal - instead of "we'll compare you" (being good goal), "here is a valuable skill you can learn" (getting better goal)
  - Contagious goals - describe someone who failed and persevered
- Situational goals
  - Easy Goals - promotion, focus on gain, being good
  - Procrastination - prevention, why goals
  - Rocky road - getting better, what goals, prevention
  - Resisting - Prevention, why goals
  - In a rush - promotion, gain
  - Need perfection - prevention
  - Need creativity - promotion, autonomy
  - Enjoy the ride - get better, autonomy goals
  - Really truly happy - relatedness, competence, autonomy