

## ACHIEVING GOALS & COMMITMENTS

**LONG DISTANCE ATHLETES DIVIDE UP THEIR RUNS BY TELLING THEMSELVES TO "RUN TO THE NEXT LAMPPOST". THINK ABOUT YOUR OWN GOALS AND AMBITIONS. WHAT'S YOUR NEXT 'LAMPPOST'?**

**TOP TIP**



### FOCUS ON THE SMALL NUMBER

- People are more motivated to achieve a goal when they receive feedback focused on small numbers rather than large numbers.
- So telling your team "we're already 20% towards our target" will be more motivating than "we've 80% left to go."

### USE RANGES TO MOTIVATE PEOPLE

- When pursuing goals people tend to focus on two things: achievability and challenge.
- Single number goals (e.g. open 3 new accounts this week) are either achievable, challenging or a compromise in-between.
- High-low range goals (e.g. open 2 - 4 new accounts this week) engage both achievability and challenge and lead to longer commitment.

*People live up to what they write down*

- Get into the habit of asking people to write down their commitments. (This includes you too!). People are more likely to live up to what they write down.
- Encourage commitment sharing! A commitment shared is a commitment furthered.