



Human Nature
Development

MAKING THE LEAP FROM GOAL SETTER TO GOAL GETTER

...a practical workbook



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humannaturedevelopment.com/worklifesmarts



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WHAT WE THINK WE KNOW ABOUT GOALS



“Set audacious goals! Don’t be afraid to dream! Shoot for the stars! Aim high!”

If the memes are to be believed, having the dream would be enough. You’d set your goal, and everything else would fall into place. If that were true, then everyone would be earning big money while working part time from a tropical island, right?

Ok, so let’s take it a step further...

“A goal without a plan is just a wish.”

Right. I’m sure you know this. This is not your first picnic. You can take time out of working **IN** your business to work **ON** your business. Have a mini-retreat: set your goals, then make a plan, and you’re on your way. But again I say, if it were only a case of making a plan, why aren’t more people living their dream right now? Isn’t that how it should happen?



Truth be told, having the dream, setting the goal, and even making a plan, is the easy bit. You can build and explore your vision of how you want things to look and feel. You can break it down to a 1 year target and a 90 day plan. This is a GREAT exercise to go through. Having a clear vision of where you're headed in the long term and an idea of how you'll get there is incredibly helpful in moving you in the right direction.

Here's a model I often use for goal setting:



But let's be clear on this:

Most people don't reach their goals.

Even the people who made a plan.

Ouch.

So if you've ever spent time doing solid goal setting, and then you've found yourself back to the old routine, struggling to execute the plan once you're back in the day-to-day, and thinking, "oh well, maybe next month/next year"... you are not alone, my friend.

Then what happens?

Often the Blame-and-Shame-Game begins. Maybe the system you used for goal setting was at fault? Or maybe the goals themselves were unrealistic? Maybe the market conditions are to blame? Or the weather?

Or maybe you blame yourself? "I'm lazy. I should have worked harder. I should have put in more time. I should have made more sacrifices. I'm always a failure. I never achieve anything. I'll never succeed..."



Remember what I said about goal setting being the easy bit? Yeah. That.



We live in a world that is constantly trying to sell us on fast results and overnight success.



“Want to clean your floor quicker and with less effort? Buy THIS mop.”

“Want to lose 50lbs by summer without even trying? You need THIS weight loss app.”

“Want to make 6 figures in 90 days while you sleep? You need THIS magic success formula.”

We are conditioned to think that if we just have the right formula / app / product, we can expect overnight success.

Of course, products and programs can be helpful. But the reality is that they don't work on their own. Whether you have a magical product or a success formula, you still have to do the work.

There's a darker side to that thought process too. If you've tried all the magic products, and none of them have produced the fast results, it's easy to assume that the problem is YOU.

Here's what I want you to know.

There is nothing wrong with you. I'll say that again:

There is NOTHING WRONG WITH YOU.





You, my friend, are human. Simply (yet amazingly) human. All these messages about super fast results, about working longer and harder, about the hustle – they forget that the person carrying out the tasks is a human being, dealing with all of the challenges that human nature presents.

A small aside here. Someone once asked me about the name of my company. He said, “I’m not really sure why it’s called Human Nature Development. Is human nature the problem?” And I laughed and said, “Well yes, in a way. It’s also an incredible asset. My job is to acknowledge both sides and teach people to work *with* their human nature instead of against it.”

When you stop trying to be superhuman, and you fully embrace your beautiful and challenging human nature, you find it’s amazing what you can achieve.

So... How does this relate to goal setting?

Instead of focusing on the setting of goals and making of plans, what if the focus was on the EVERY DAY?

A goal setting process is only complete when you have examined a fundamental aspect of human nature:

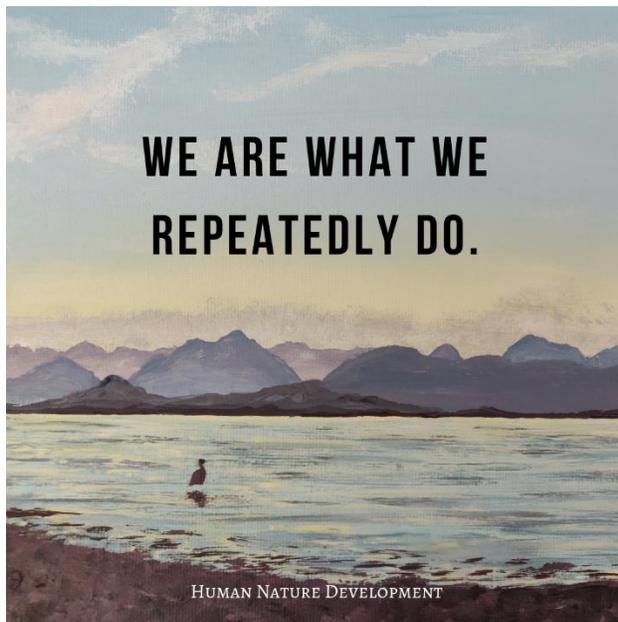
YOUR HABITS.



HUMANS ARE CREATURES OF HABIT

Our behaviour is influenced by literally thousands of habitual patterns. Some serve us very well. Others might get in our way. We are not consciously aware of most of them happening. But all habits serve a purpose: they are shortcuts – automatic responses to stimuli that provide our brains with a convenient unconscious pattern to follow – conscious thinking not required. If you had to think consciously about everything you do on a daily basis that is currently governed by habit, you'd be exhausted.

Your habits drive your everyday behaviours, and it is the everyday behaviours that influence the outcomes over time.



If your habits aren't geared towards your goals, then you won't make progress towards your goals.

You can buy the mop, but if you weren't already making time to mop the floor on a regular basis, the magical mop won't fix that.

You can buy the weight loss program or fitness equipment, but if you haven't identified your unconscious habits around food and exercise, it's going to be really tough to get the results they promised.

You can purchase the program that sells you the magic formula for passive income, but if your work habits mean you're constantly getting pulled away to deal with other things, your dreams of making money while you sleep are going to stay dreams.



Changing habits may sound simple. “If you know what you need to do, and it’s important enough to you, you’ll just do it.” But I want to be crystal clear on this point:

Simple is NOT the same as easy.

This is why there’s such a big gap between Goal Setting and Goal **Getting**.

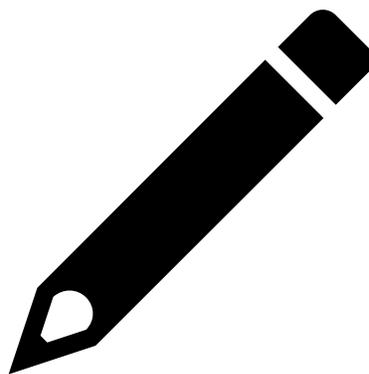
Most people *vastly* underestimate the difficulty level of changing a habit. It takes time and perseverance. Even changing one thing at a time, when all the conditions are favourable, can be hard enough. But add in the extra ingredients of every day life, like stress, busy-ness, family or work responsibilities, and attempts to change several habits at once, and the difficulty level goes up by several notches... stress and busy-ness will make it far more likely that you default to your previous habits.

But before you give up, here’s what I want you to know:

By learning about the habit change process, and setting yourself up for success with tried and tested tools and techniques, patience, and support, **YOU CAN DO IT.**

Address your habits, and your goals come within reach.

Grab a pen, and read on to find out how...



THE PROCESS OF HABIT CHANGE

When you try to introduce a new behaviour, there is almost always an old habitual behaviour already in place. Becoming aware of this behaviour helps you overcome it, and gradually through much practice and repetition, you can make your new desirable behaviour your new habit.

When you start to build awareness of the old behaviour, and you realise you are doing it (ie, it becomes conscious), you can give yourself a choice to do something different instead. The more you choose the new behaviour, the further you go towards this becoming your new habit.

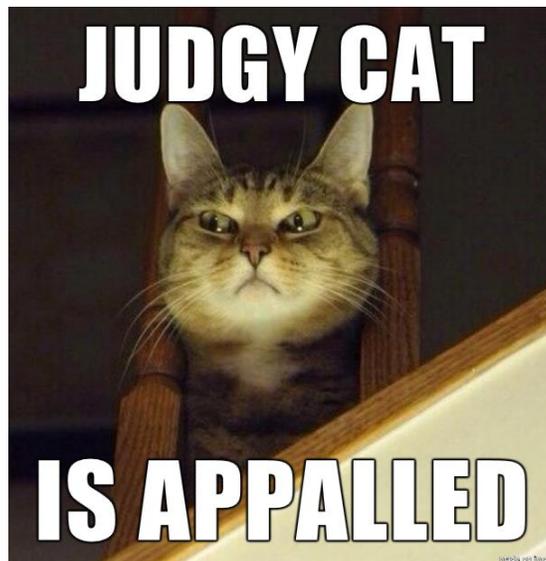


Sounds simple, doesn't it? But don't confuse simple with easy.



NOTICING WITHOUT JUDGEMENT

One of the fundamental habits most of us develop is that of *self-judgement*. When you notice yourself in the old habit, you also might notice a tendency with your self-talk. “I’m useless – I keep doing this old habit,” or “Wow I’m so stupid. Why do I keep doing this thing – I know it’s bad for me,” or “I’m such a failure, I’ll never be able to master this.”



The problem with judgement is it gets in your way. If someone else was judging you like this, you might become defensive, or shut down. If you talk to yourself this way, you’ll most likely be experiencing something of a shut-down too. And that’s not the best frame of mind for choosing a new behaviour.

However, if you remove the judgement, you allow yourself to be open to trying the new behaviour or the new thought process.

NOW IT'S YOUR TURN...

Time to reflect on how this plays out for you. Spend some time working through these questions, and see what comes up for you.

First, think about a goal you would like to work towards – what is it? Explore it. What does it look like? When would you like to achieve it by? Why is it important to you? How will you feel when you achieve it?

EXAMPLE: Sarah wants to have more time in the evening with her kids. They are young, and they go to bed at 7pm. She knows that if she gets to eat dinner with the kids, that she will feel more grounded, less guilty, and less stressed.



Now think about an action you need to take consistently, or a behaviour you need to adopt in order to move you towards your goal. Keep it simple – just choose one thing. Why is this important to your goal?

EXAMPLE: Sarah needs to leave work when everyone else does – at 5pm. If she does that, she can achieve her goal of having dinner with the kids consistently, instead of getting home just as they are going to bed).



Why aren't you already doing this action or behaviour? What are you doing currently, instead of the behaviour you have identified above? Why? What behaviour or thought patterns are getting in the way of you doing the things that would move you in the direction of your goal? You might need to ask yourself 'why?' several times to dig under the surface here... It's like peeling back layers of an onion.

EXAMPLE: Sarah stays at work till at least 6.30 every night. Why? She always has good intentions of leaving at 5pm, but there always seems to be something to deal with – all her employees clock off at 5pm, but she feels like she has to finish things off before she can leave. Why? Because she gets interrupted all day by her employees so doesn't have time to get it done while everyone else is there. Why? Because her door is always open. Why? Because she feels guilty not being accessible if they need her – what if something goes wrong? (We could go on!)

So the thing getting in Sarah's way of achieving her goal of more time with her kids may really be a lack of protected time where she can focus 100% on her own tasks, because she feels responsible for everyone else's tasks.



Dig through some layers for yourself. What are you discovering when you ask “why am I not doing this already?” This might take some time – stick with it and see what you uncover!



Do you notice you are judging yourself as you dig? In what way? Remember to be kind – judgement won't motivate you, and it could just shut you down in self-protection. Forgive yourself for not being perfect already. It's ok to find it hard.



What are the real habits you need to change? What will you do? When?
How?

EXAMPLE: In order to leave at 5pm, Sarah actually needs to develop habits that support her in having uninterrupted time when everyone else is there. Closing her door, putting her phone on silent, adding a Do Not Disturb sign to her door, and giving her staff the heads up that she is unavailable from 1-3pm...



What do you think might get in your way? What challenges might you put in your own way?



What strategies could you use to navigate these obstacles when they come up? What messages will you give yourself to help you as you come up against roadblocks?



How often will you check in with yourself, in case you need to get back on track? Is there anyone who can help you to build accountability?



Do you need some help? Who might be able to help you with this process?



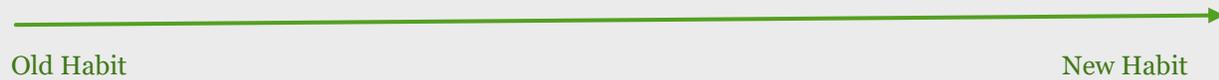
Now you're ready to put this into practice! I recommend that you revisit this worksheet regularly to reassess your progress – each time, ask yourself: What's working well? What's getting in your way? Why? What layers do you need to dig through?



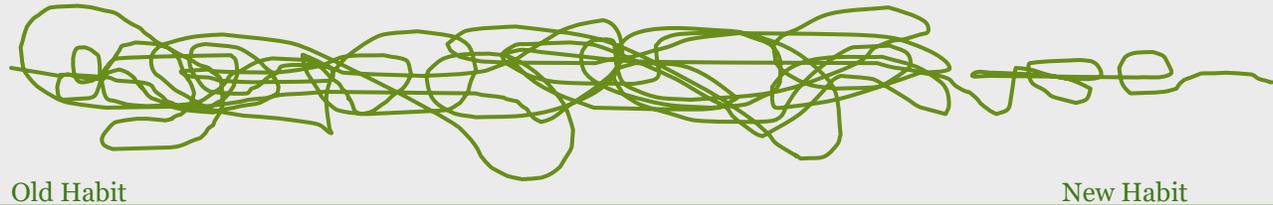
THE TRUTH ABOUT HABIT CHANGE...

Habit change is not linear.

HOW WE THINK IT SHOULD LOOK:



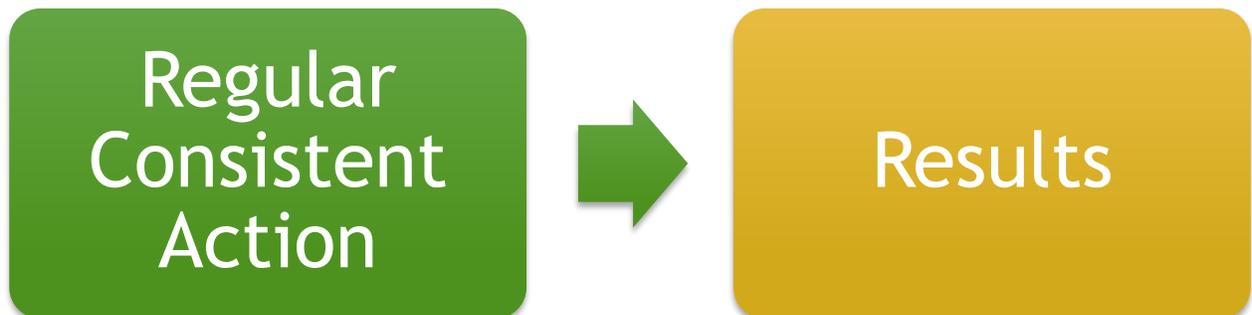
HOW IT ACTUALLY LOOKS:



It's messy, it goes backwards as much as it goes forwards, and it's certainly not perfect. Focus on the overall direction of travel rather than speed.

Being consistent matters...

It's important to remember that regular, consistent action leads to results. It may take time, and it may not be easy, but the more consistent the action, the more results you will see.



...But it's ok to go backwards!

Achieving long term consistency isn't easy, and it's natural to slip back into old behaviours sometimes. Work on building your awareness and remember you are in control and you can choose any time to go back to developing the new habit.

Habit change takes time (lots of it)



To truly form a new habit will take a lot of repetition over a long period of time. Turning a behaviour from conscious to unconscious (ie making it an automatic response) may take thousands of repetitions. I don't say this to dishearten; rather, I don't want you to be disheartened by articles and information out there that say you can develop a new habit in 21 days.

Don't give up because it doesn't work overnight, or within a specified timeframe.

You got this.



SO WHAT'S NEXT?

If you're ready to put all this into practice for yourself in a truly life-changing way...

If you're ready to stop working 'hard' and start working 'smart'...

If you're ready to dig deeper, learn fundamental skills that will support you in developing healthy, sustainable habits for work and life...

...You're ready for **Work.Life.Smarts**, an innovative new membership program from Human Nature Development – and we are ready for you!

The Beta program is launching soon, and we have a limited number of spots in our Beta available, at a vastly reduced rate. Visit www.humannaturedevelopment.com/worklifesmarts to get more information and reserve your place today using code WLS20BETA.

Got questions? Email liz@humannaturedevelopment.com and she'll get back to you personally.



The image shows a woman and a man sitting together on what appears to be a set of stairs or a similar outdoor structure. The woman is on the left, wearing a black cardigan over a red and black patterned top and a red skirt. The man is on the right, wearing a light pink button-down shirt and dark jeans. They are both smiling and looking towards the camera. On the left side of the image, there is a graphic overlay with a green border. Inside the border, at the top, is the Human Nature Development logo (a tree) and the text 'Human Nature Development'. Below that, the words 'WORK. LIFE. SMARTS.' are written in a large, bold, purple, outlined font. At the bottom of the graphic, there is a green background with white text that reads: 'Build healthy, sustainable habits for better work and a better life with this innovative membership program by Human Nature Development.'



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