

# Outcomes / Objectives

Outcomes are the things you want, and Objectives are the tasks you need to get it for key areas of your life.

**MIND - BODY - SPIRIT**  
**SELF - FAMILY - COMMUNITY**  
**HOME - WORK - HEALTH - MONEY**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

## OBJECTIVES and DESIRED OUTCOMES

<p><b>OBJECTIVE</b></p> <p>Means Action (<i>What Are You Doing?</i>)</p>	<p><b>DESIRED OUTCOME</b></p> <p>End Direction (<i>What Are You Heading Toward?</i>)</p>
<p>Answers the question What? What do you hope to achieve, accomplish, or attain?</p>	<p>Answers the question So What? or Why? What difference will achieving your objective make? How will it change your status quo? Why do you want it?</p>
<p>The intentional actions you plan and take.</p>	<p>Your inspiration for taking action.</p>
<p>Make it S.M.A.R.T. (Specific, Measurable, Attainable, Rousing, and Time-Bound).</p>	<p>Make it juicy enough to inspire and motivate you to go after it.</p>
<p>Be able to communicate it succinctly in one sentence.</p>	<p>Describe it at length with as much color and feeling as you can muster.</p>
<p>Motivates achievement via positive expectations based on past experience.</p>	<p>Motivates achievement via craving (activation of the wanting/reward system of the brain).</p>
<p>Directs attention to feasibility information.</p>	<p>Directs attention to desirability information.</p>
<p>Involves concrete thinking.</p>	<p>Involves abstract thinking.</p>
<p>The purpose of an objective is to get a desired outcome.</p>	<p>The purpose of identifying your desired outcome is to lead to the development of objectives that get you more of what you want and less of what you don't want.</p>
<p>Determining an objective without identifying a desired outcome makes it less likely you will be satisfied even if you achieve it.</p>	<p>Identifying a desired outcome without determining and pursuing one or more objectives makes it less likely you will actually get what you want no matter how much you want it.</p>