

EXPLORE YOUR ENTHUSIASM

EPISODE 101: WHAT DO YOU DO WHEN YOU DON'T REACH YOUR GOAL? HOW DO YOU DEAL WITH THAT FEELING OF FAILURE, AND MOVE ON TO THE NEXT GOAL?

Hello, and welcome to episode 101 of Explore Your Enthusiasm, with me Tara Swiger. Each week we talk about the process and systems of building a sustainable, profitable handmade business, with enthusiasm and love.

Welcome to April, and the beginning of quarter 2. As you know if you've been listening for a while, I am a HUGE believer in setting goals and regularly reviewing them. In my own business and in my programs, we review our progress every month, and we set new goals every quarter. This week, over 100 Starship members are going through the Map making process of setting a goal and breaking it down into do-able steps. You can find the [Map Making guide](#) on my website.

So I've been thinking about my own goals for the quarter, and talking to some of you on Periscope about what you struggle with and the question that came up repeatedly was - What do you do with a goal you didn't reach? Or, How do you revisit or revise a goal? Or, How do you let go of it and not beat yourself up?

So that's what we're going to cover today!

Before we even get into NOT reaching your goal, I want to remind you of a few past conversations we've had about this.

- ★ In [episode 11](#) I cover How to Set a Goal and why they are so vitally important.
- ★ In [episode 34](#), I laid out how to reach a money goal, if that's what you're working on.
- ★ In [episode 91](#) we talk about why you're afraid of setting a big, challenging goal.

Now, as I said in episode 91, the reason why we avoid setting goals is that we're afraid of failing at them - we're afraid of letting ourselves down. And you're totally not alone in that. Almost everyone who wants to do something bigger, or more challenging, or new, feels afraid of it. So today we're going to hit it head-on, but I don't want all this talk about not-reaching goals to keep you from setting them in the first place.

Goals help focus you on what matters, and on doing the tasks that will give you the biz you want. Without them, we often wander around, doing a little bit of everything, and not being effective at anything.

Note I said "often" - over the years I've seen that some makers work much better when they have goals, and others work better when they don't.

This is the first way to think about you not reaching your goal:

WAS IT THE RIGHT GOAL FOR YOU?

This question can be applied in a few ways:

Was it in alignment with what you TRULY want in your business, in the big picture? Was it in alignment with your mission?

(For more on getting your mission clear before you fall with goals, check out [episode 89](#).)

If it wasn't - then you probably didn't feel motivated enough to work hard at it!

Now, it might be out of alignment because you are REALLY driven by one value, and this goal was related to a different value.

An example: One of my biggest values in my life is FREEDOM. If I set a goal based on a different value, like DUTY or SECURITY, even if it's a really good goal, I'm not going to have an easy time working on it.

If your goal wasn't in alignment, you have some options: You can ditch this goal for one in alignment with your values and mission, or you can adjust this goal. Maybe you just need to change how you THINK about the goal. In my example above, perhaps my security-related goal of putting \$1,000 in savings, could be reframed as a freedom goal of "having \$1,000 in savings so I can be more free to {fill in the blank}."

Thinking about how your goal is in alignment with your values can also help you get others on board with your goals - when you explain the goal, frame it in the values that are most important for the other person.

Was it constructed in a way that works for you?

As I talked about in [a recent YouTube video](#), we all react to expectations in different ways. You may love to meet expectations, or you may HATE expectations. So you need to know yourself, what you work well with, and then set up the goal AND the process in a way that will work for YOU. Don't beat yourself up for needing the structure you need, just put it in place!

For more about knowing your "type" and putting it to work for you (including a free worksheet), visit [Taraswiger.com/get-stuff-done](https://taraswiger.com/get-stuff-done)

Was it the right goal for you - RIGHT NOW?

What's going on in your life right now? What other projects were you working on? Were you sick? Was a family member? Are you stressed? Have you slept? Are you eating well?

Your body doesn't just carry around your brain - you rely on it for focus and energy, for getting your best work done. If your body isn't doing well, either through sickness, neglect, or stress, of course you couldn't focus on your goal!

Give yourself a break + maybe shift your focus to self-care!

Now this brings us to stress and trying to build a business while stressed about money. Let's be totally honest: it's nearly impossible. For most people, constantly worrying about paying bills isn't motivating, it's paralyzing. (You can read the book [Scarcity](#), for more on the science behind this.)

For that reason, I recommend to everyone that you don't expect to build a business while you're unemployed and in need of money. Instead, go get a job! Get a job that leaves you with enough mental resources to build your business in the evenings and weekends.

Now, a small percentage of people with a high-risk tolerance will find the pressure to be very motivating and will be able to grow their business under this stress. You know if that's you - if it's not, don't do it!

The other reason this might not have been the right goal for your right now is because something else came up! Maybe it was that something went wrong, or that an awesome opportunity came

along! Either way, you gotta roll with it. Instead of focusing on the goal you didn't complete, focus on what you DID get done on the other thing!

Now, those are a few reasons why this goal just might not have been for you...if you want to apply this to your goals, and make sure you set goals that ARE right for you, scroll down for the worksheet!

YOU MIGHT NOT HAVE REACHED YOUR GOAL BECAUSE IT WASN'T ACTUALLY A GOAL!

I mean, maybe you wanted to do something, or you set an intention, but you didn't put it in a format that makes it reachable.

Was it specific?

If you said "I want to sell more", you have to define what "more" is!

(A lot of my students have said, "I thought I wasn't doing well, and then I realized that I had, in fact, sold "more" this quarter... but it wasn't as much "more" as I really wanted.")

Was your goal measurable?

Is there a metric you can measure? If your goal was "I want to do better"... um... what does that mean?

Even a goal like "I want to reach more people"... how are you going to measure that? Pick a metric to improve!

If you realize your goal wasn't actually a goal - that's ok! Just redefine it for this quarter!

ANOTHER WAY TO LOOK AT A GOAL THAT "FAILED" IS TO LOOK AT HOW REALISTIC IT WAS:

Did it make sense based on the reality of your time, energy, and growth?

And the next question: Did you do actions that would directly impact the goal?

It is totally possible to make massive leaps in your growth, IF you can do the work that goes along with it. But if you set a goal to double sales, and didn't take the actions to double sales, well... that's why it didn't work.

So even if you had a goal that is perfectly in alignment with you, your values, where you are right now, and it's measurable, and specific... if you didn't take actions to make it happen, that's why it didn't happen.

The solution?

Make a plan!

I walk you through the process in the [Map Making Guide](#) - to set a goal, break it down into small chunks (so you can see your progress!) and break those down into do-able to dos.

As you can see, there are a LOT of reasons why you didn't reach your goal and all of them are fix-able for next time!

HOMEWORK:

Look at your last goal, if you set one, and work through the following worksheet!

Use it to create your new, more awesome goal!

Head there and if you enjoy it, share it with your friends!

Thanks so much for listening, have an enthusiastic day!

CREATE MORE DO-ABLE GOALS

Set a goal for the next 3 months (nothing bigger than that!) and ask the following questions about it.

What's the mission of your business?

Not sure? Listen in [here](#).

What matters MOST to you? (ie, what are your core values?)

It's ok if you aren't 100% certain, just write down what first comes to you

What does the business you want look like?

What's a future destination for your business in the next 1-3 years?

Is this goal in alignment with that?

How does it align with your values?

Frame your goal so that it reflects one of your values.

What's your tendency when it comes to expectations?

Not sure? Check out [this explanation and Resource Guide](#)

How can you structure this goal (or the process of working on it) to work best for you, based on that tendency?

(ex. Get accountability, understand the WHY, etc.)

Does this goal make sense for where you are right **now**?

Do you have the time to work on it?

Are there other projects you're working on?

Do you have the energy?

Is this goal specific?

Is it measurable?

If yes, what exactly will you measure?

Do you have a plan of action? Do you know what actions you'll take each week to make it happen?

If not, you need to [make a map!](#)

If so, write it down somewhere you'll revisit it each week!