

Why 1/3 Break Their New Year's Resolutions by the End of January (and What To do About It)

According to a Franklin Covey-conducted survey of 15,000 customers, one third will break their resolutions by the end of January. Nearly 40% surveyed attributed breaking their resolutions to having too many other things to do and 33% simply aren't committed.

The major mistake people make is identifying too many goals. Keep it simple. Identify three goals by asking yourself, **what's most important for the year?**

Then, use this simple START method to achieve your goals:

Start before the launch date

Write down your plan on how you're going to achieve your three goals. If you identified a beginning date to start your plan on January 30, why not start before that date? If living a healthy lifestyle is one of your goals, start by taking the stairs instead of the elevator today. By January 30, you have a head start.

Track your results

Develop and review your action plan weekly. At the end of the year, you'll be able to see how far you've come. Some goals continue until they become a lifestyle and others need to be adjusted for completion at a later date. Either way, tracking results identifies your progress and helps you to determine your next steps.

Add fun

If it isn't fun, it won't get done. Switch your brain from dreading a task to looking forward to making an intention come true by asking yourself, "how can I make this fun?" It's a simple question that puts your brain into looking for fun solutions rather than caving in to excuses.

Rejoice in your successes

To keep yourself motivated, celebrate even the smallest achievement. While you may not want to celebrate with a counterproductive gift (like a double dipper Hot Fudge Sundae when you're trying to live a healthy lifestyle) you may want to purchase new clothes. This reinforces your actions, keeps up the momentum, and invites new things into your life. Remember to also donate your gently used clothes to charity!

Take action

The old adage, "a journey of a thousand miles began with the first step," Some day won't arrive if you don't take action. You don't have to take giant leaps either. If your objective is to get your business on track, make an appointment to listen to a new CD on business building each week and implement the tactics you learn. You'd be surprised how quickly you make progress.

If you get stopped, just review the START Method again and make necessary course corrections.