

# Goal-setting strategies

Setting attainable goals is key to developing healthy habits and the first step to achieving and maintaining optimal health. If you're not sure where to start, follow the steps below.

## Set SMART goals

Set small, measurable goals that are realistic. Consider applying the SMART goal-setting principles. The acronym SMART stands for “Specific, Measurable, Attainable, Realistic (relevant), and Time-bound” (e.g., walk 10,000 steps each day for the next 30 days). Avoid tackling too many goals at once. Start with one or two goals and build on those goals once you've achieved them.

## Focus on behavior change instead of results

When we focus more on the outcome (e.g., weight loss or lower blood pressure) rather than the behavior changes needed to reach that outcome, it's easier to fall back into old habits. Prioritize sustaining new behavior changes; you may even exceed the outcome you expected.

## Make time for yourself

Schedule personal time dedicated to your goals just as you would a meeting or an appointment. Set calendar reminders to help keep on track.

## Track your progress

Mobile apps are simple and convenient tools you can use to track progress and celebrate milestones. Some mobile apps include Coach.Me, Done, Productive, Strive, and Remente. If you prefer tracking your goals on paper, use the goal tracking worksheet provided on the next page.

## Surround yourself with support

Share your goals with those close to you or find like-minded individuals who share similar goals. Social support creates accountability, making you more likely to stick to your goals.

## Celebrate your success

Celebrate each small win along the way. Allow yourself to indulge in a healthy reward, such as a massage, new outfit, or vacation, to keep yourself motivated.



