



dcm THE
LEARNING
EXPERTS

Brain-Based Coaching Goal Pursuit

🕒 10am - 11am

📅 29th November 2023

🎥 Recorded

About Me



Areas of Expertise



Neuroscience



Coaching



Executive
Leadership



Public
Sector



Private
Sector

Qualifications

- ▶ International Coaching Federation: Accredited Certified Coach
- ▶ European Mentoring & Coaching Council: Global EIA Practitioner
- ▶ Neuroleadership Institute: Brain Based Coaching Certificate
- ▶ Precision Nutrition Canada: Health Coach

Des Golden

DCM Learning Trainer

Desired Outcome

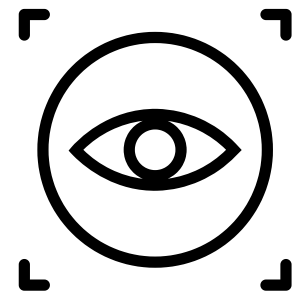
1. Learn how to set goals that are motivating and memorable
2. Have a playbook to overcome obstacles on the goal pursuit highway
3. Acquire tools that will allow you to transition from effortful to automatic goal striving



Vision

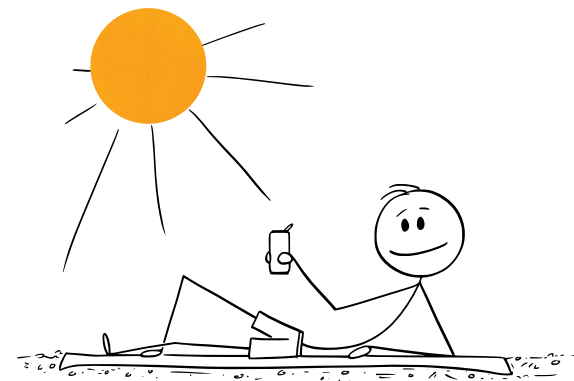
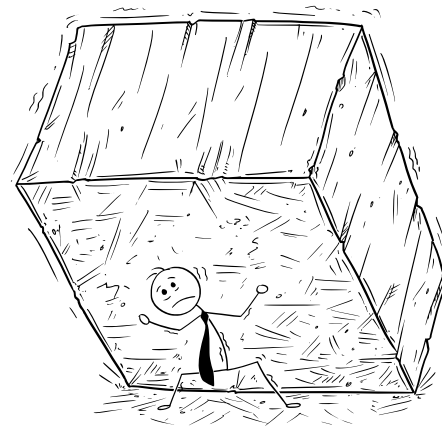
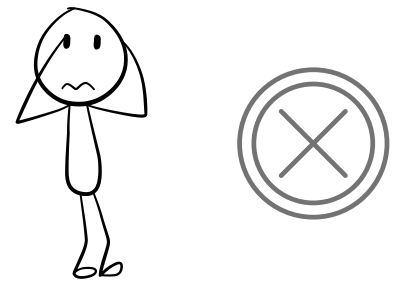


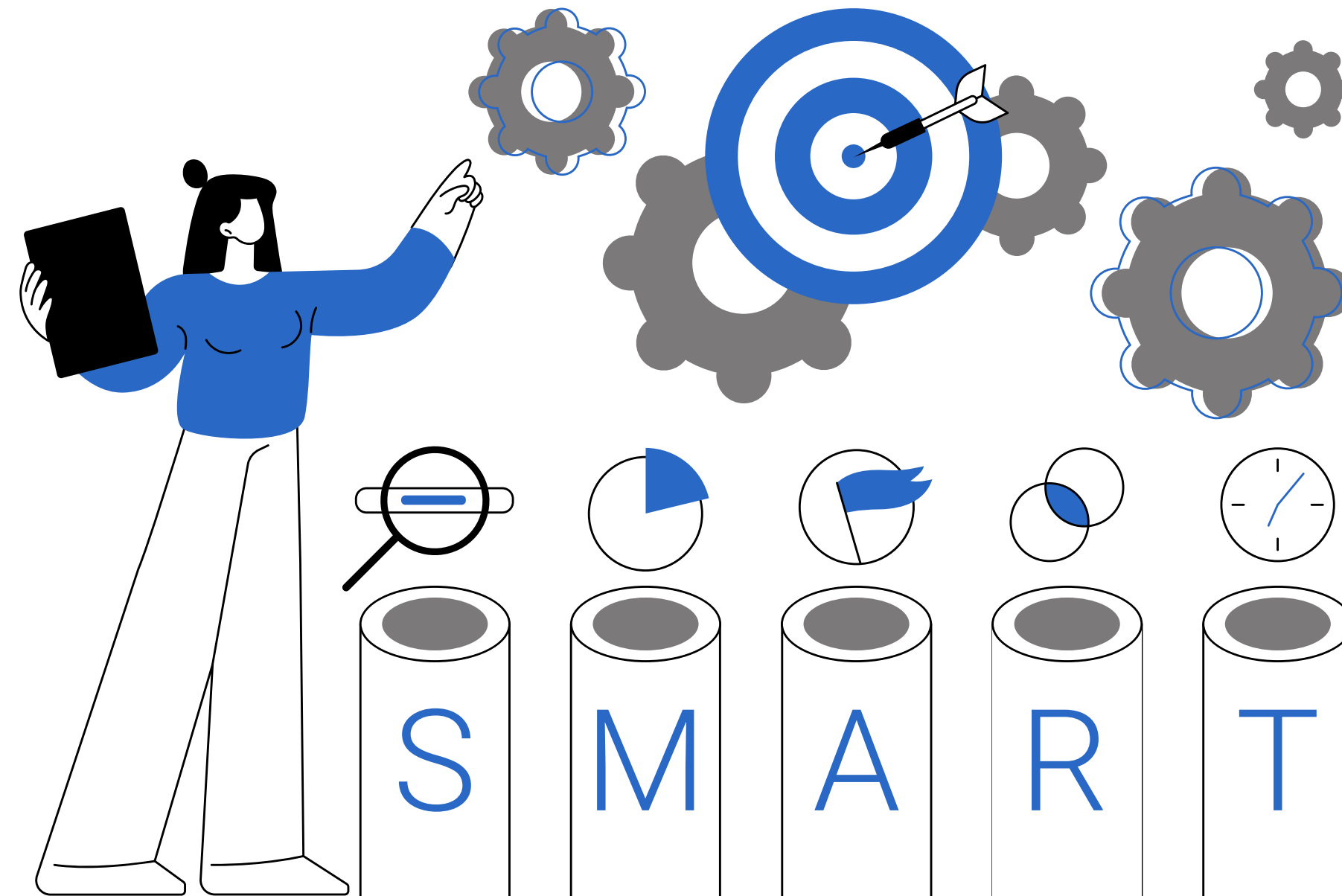
Inspiration



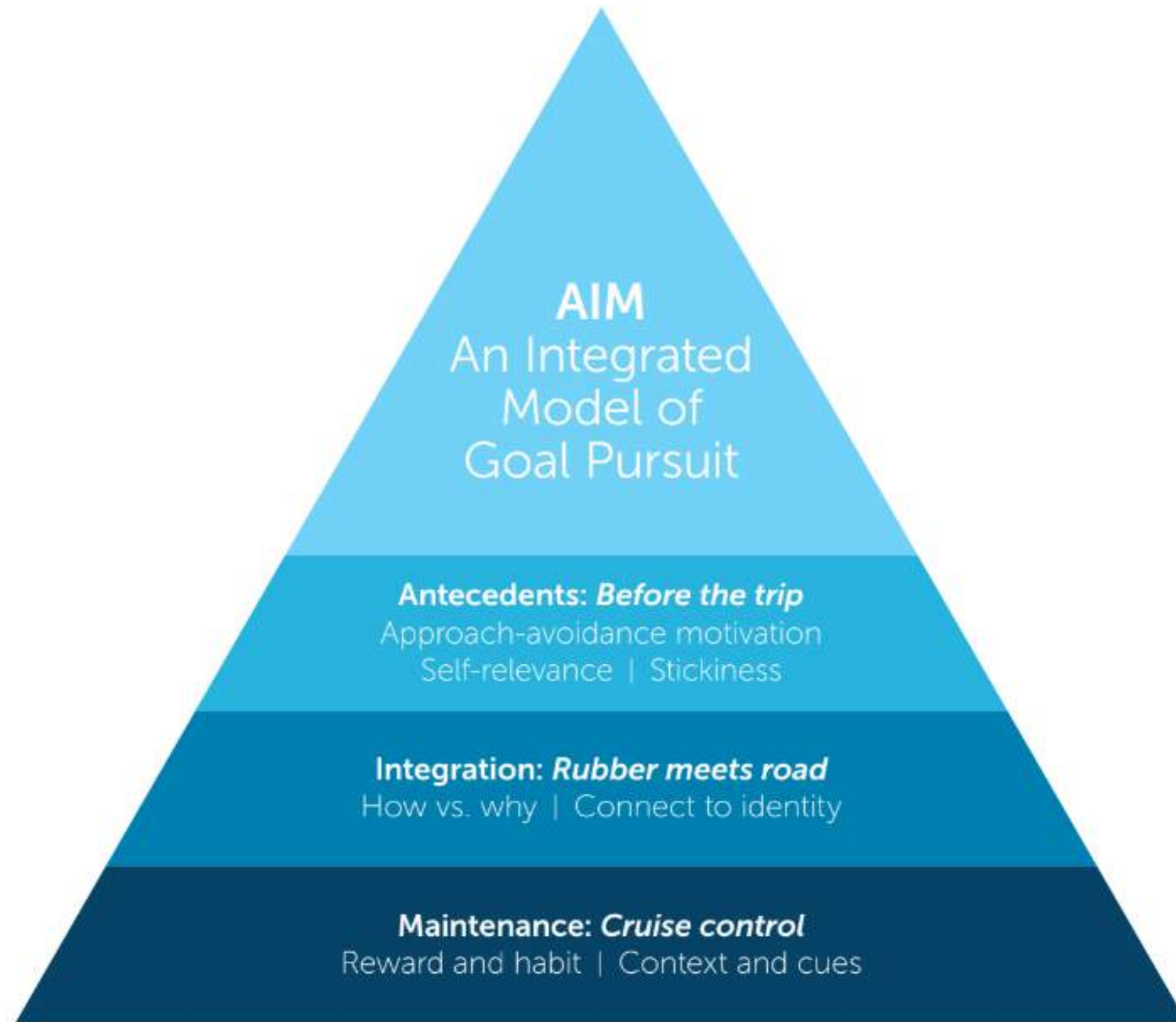
Focus

Challenges

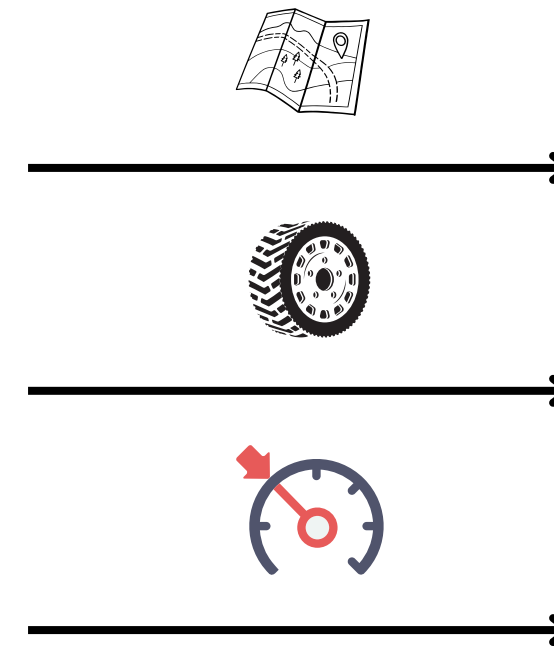




(Doran, 1981)



Road Trip



Goal Pursuit

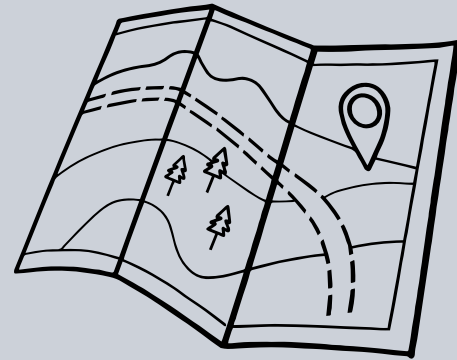
Goal Setting

Goal Striving

Goal Maintenance

Berkman, E & Rock, D, (2014). AIM: An Integrative Model of Goal Pursuit, NeuroLeadership Journal Issue Five.

Road Trip (Goal Pursuit)

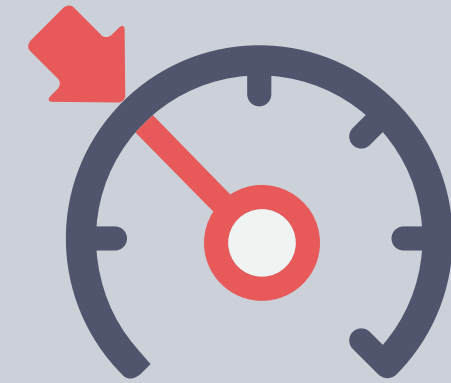


Goal Setting

- Motivation
- Stickiness



Goal Striving



Goal Maintenance

Q. How do we set goals that are motivating and memorable?

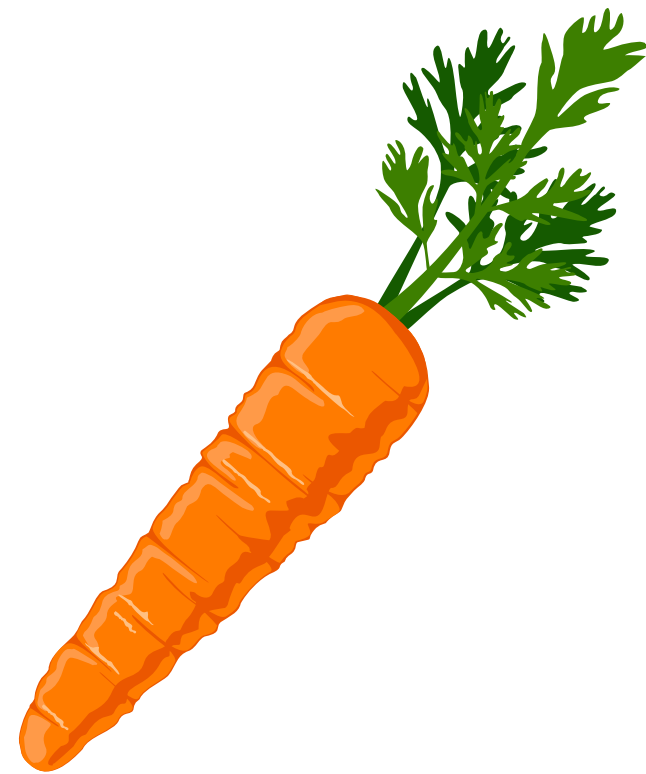


Motivation

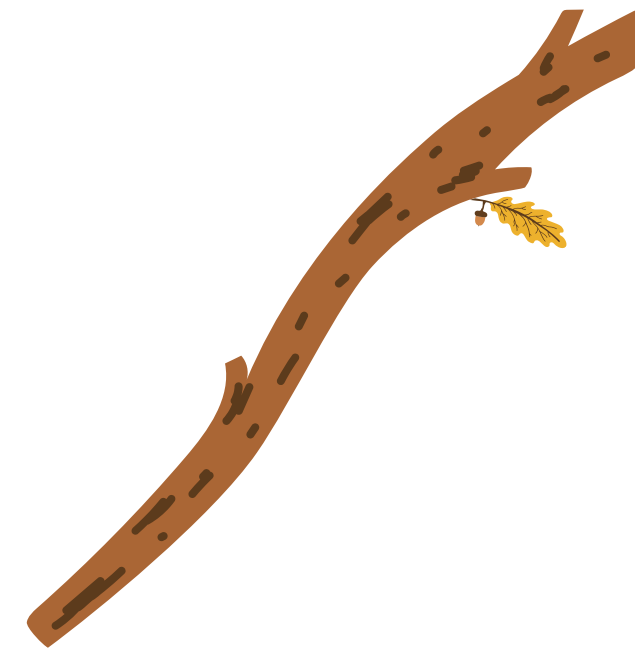
‘The state or condition of being motivated
or having a strong reason to act or accomplish something’

Motivation

Approach

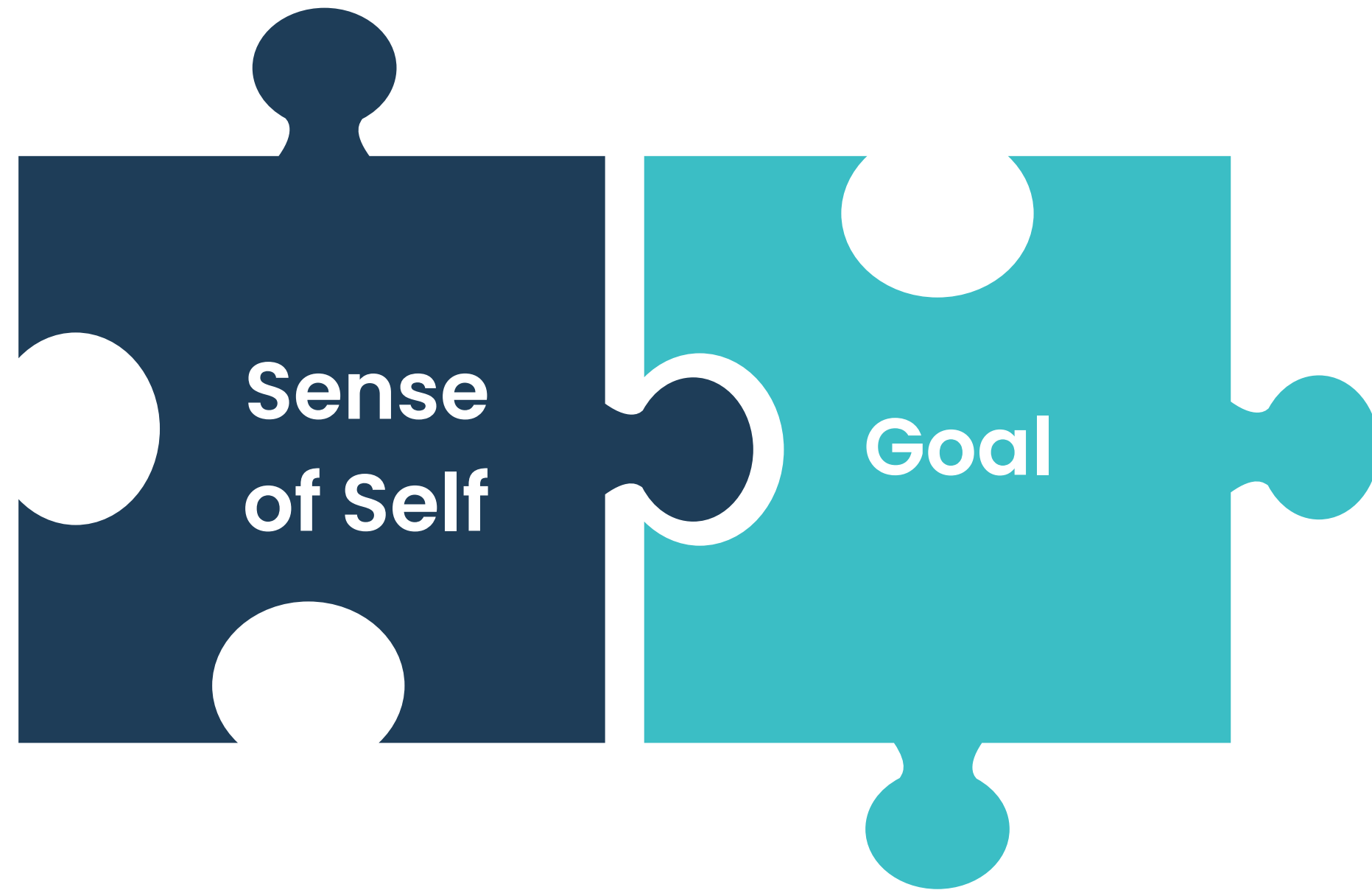


Avoidance

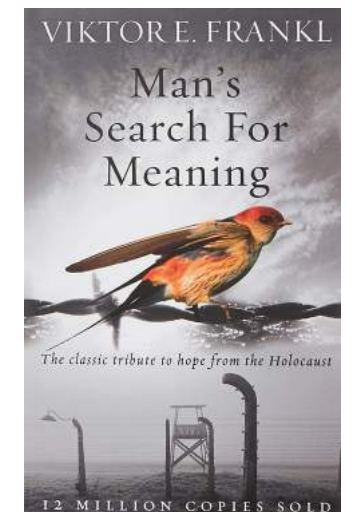


'Carver and White's BIS/BAS Scales'

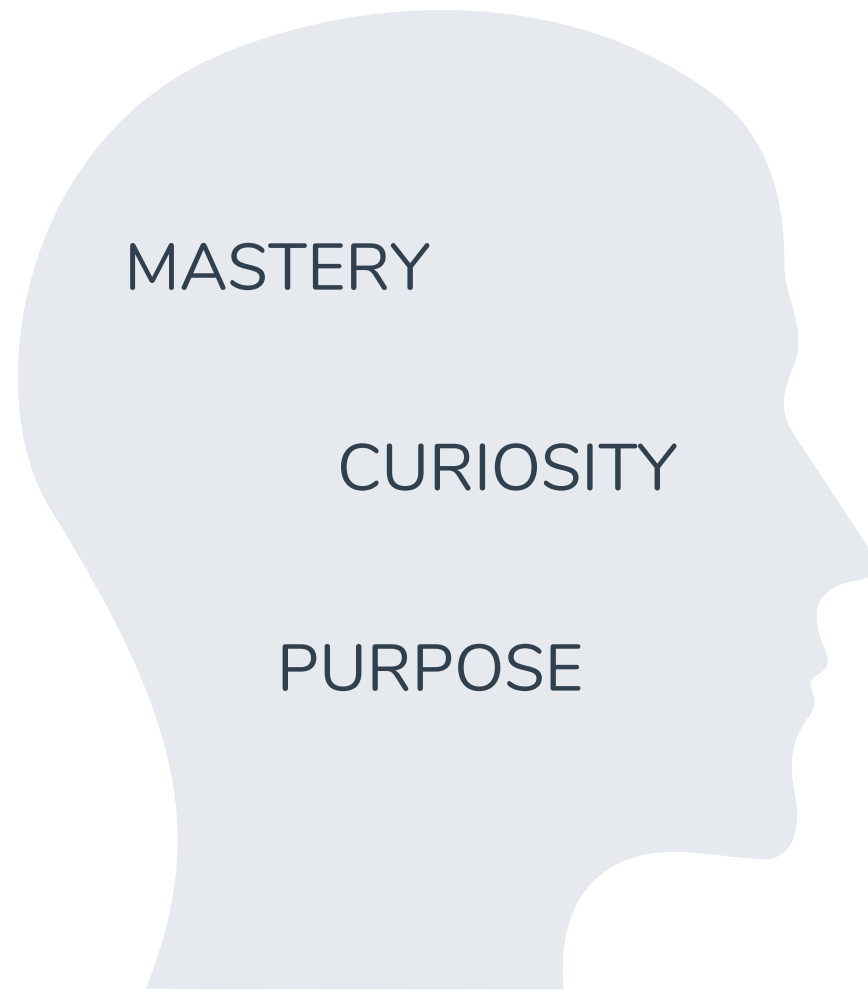
Motivation: Relevance



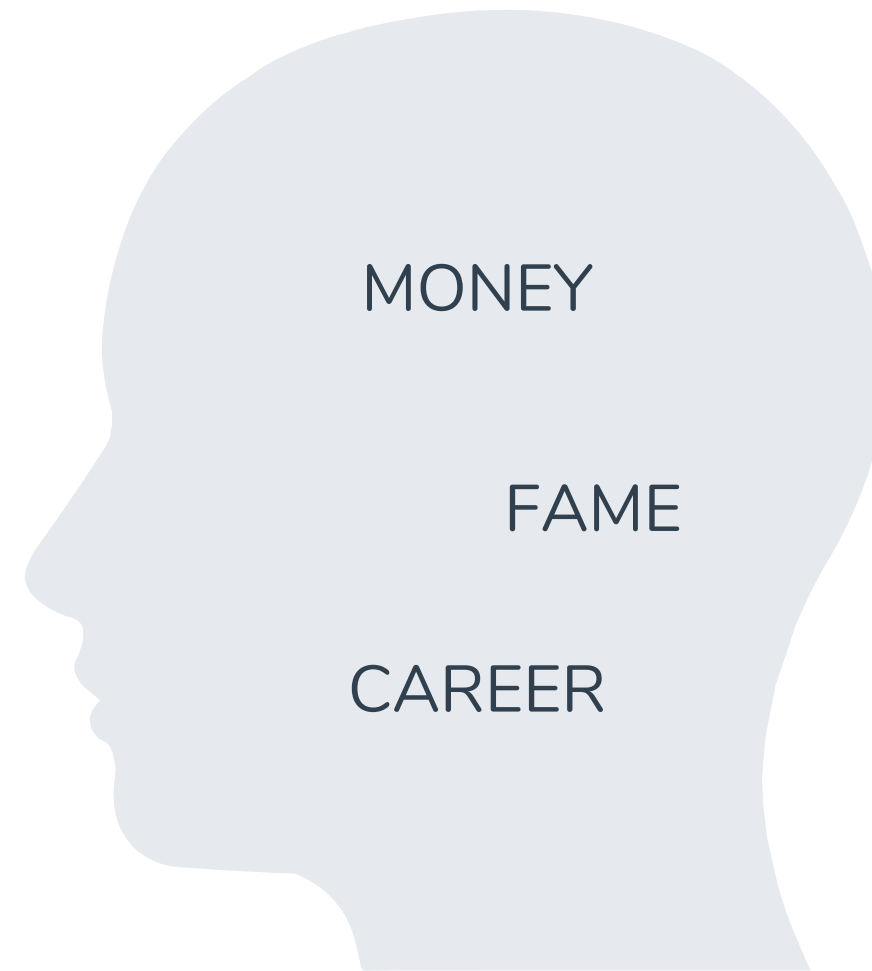
Motivation: Relevance



Motivation: Relevance



INTRINSIC



EXTRINSIC

Intrinsic Motivation = Wellbeing



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ISSN: 0022-3514

Journal of Personality and Social Psychology:
Personality Processes and Individual Differences

<https://doi.org/10.1037/pspp0000431>

A Meta-Analysis of the Dark Side of the American Dream: Evidence for the
Universal Wellness Costs of Prioritizing Extrinsic Over Intrinsic Goals

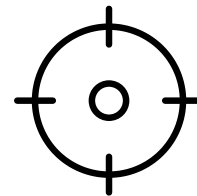
Intrinsic Motivation = Wellbeing



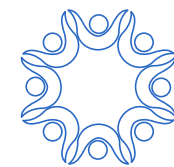
1. AUTONOMY



2. MASTERY



3. PURPOSE

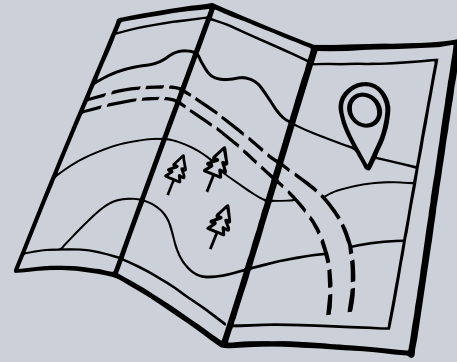


4. BELONGING



5. HEALTH

Goal Pursuit / Road Trip

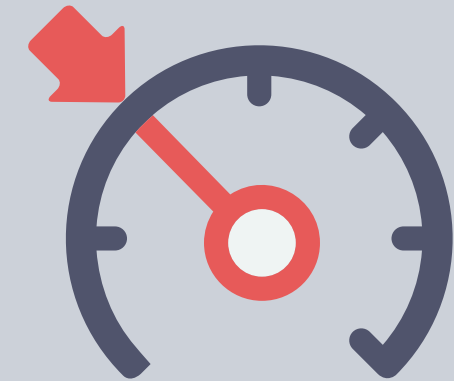


Goal Setting

- Motivation
- Stickiness



Goal Striving



Goal Maintenance

Stickiness



Stickiness



Stickiness

Easier Processing Predicts

How much we like the experience

How easy the information seems to digest

How confident we feel to take action

Better Processing



Better Goal Pursuit

(Alter & Oppenheimer 2009)

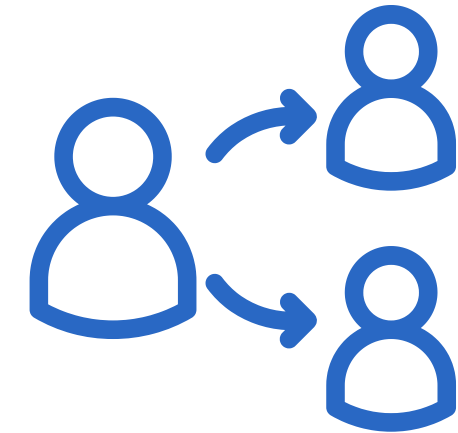
Stickiness



unconscious priming



conscious self-calibration



continuous sharing

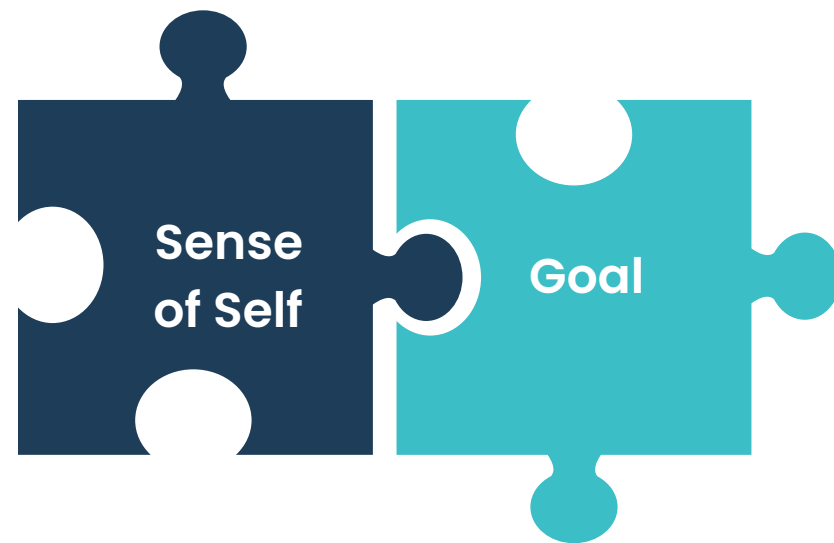
Stickiness

‘Neuroscience research has shown that goals that are linked closely to action are more easily learned, recalled, and acted upon compared to concepts that are not linked to action, primarily because tangible goals activate associated motor and object identification regions in the brain‘*

* (Jirak, Menz, Buccino, Borghi, & Binkofski, 2010; Kuhn, Keizer, Rombouts, & Hommel, 2011; McNamara, Buccino, Menz, Glascher, Wolbers, Baumgartner, et al., 2008)

Goal Setting

Motivation

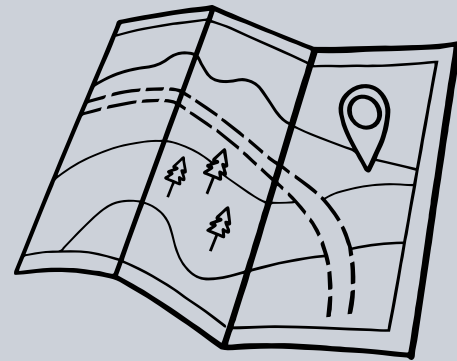


Stickiness



'Congruent and fluent'

Goal Pursuit / Road Trip

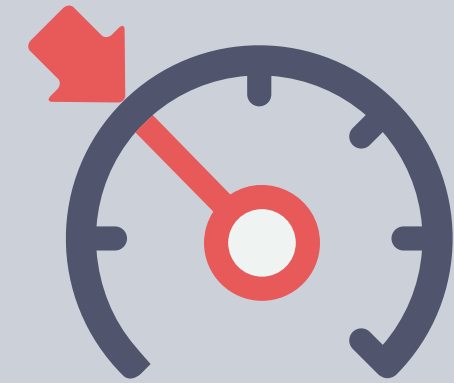


Goal Setting

- Motivation
- Stickiness



Goal Striving



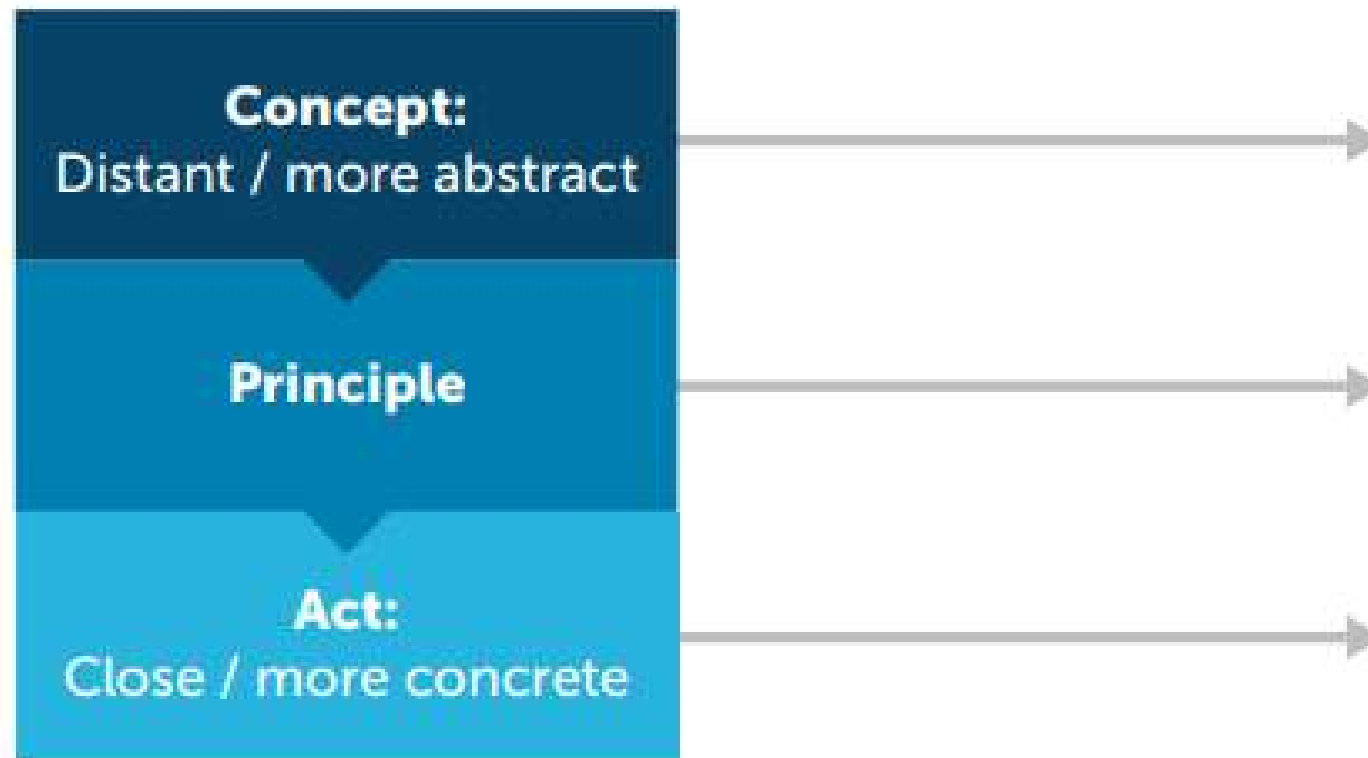
Goal Maintenance

Q How do we overcome obstacles
on the goal pursuit highway?



Goal Striving

GOAL HIERARCHY



EXAMPLE



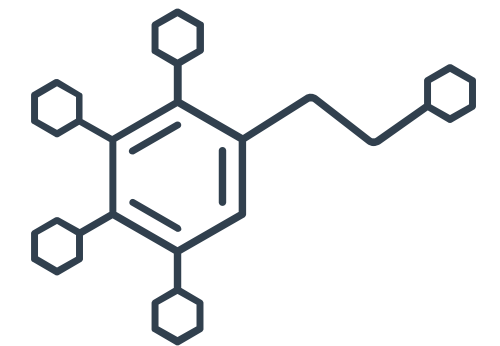
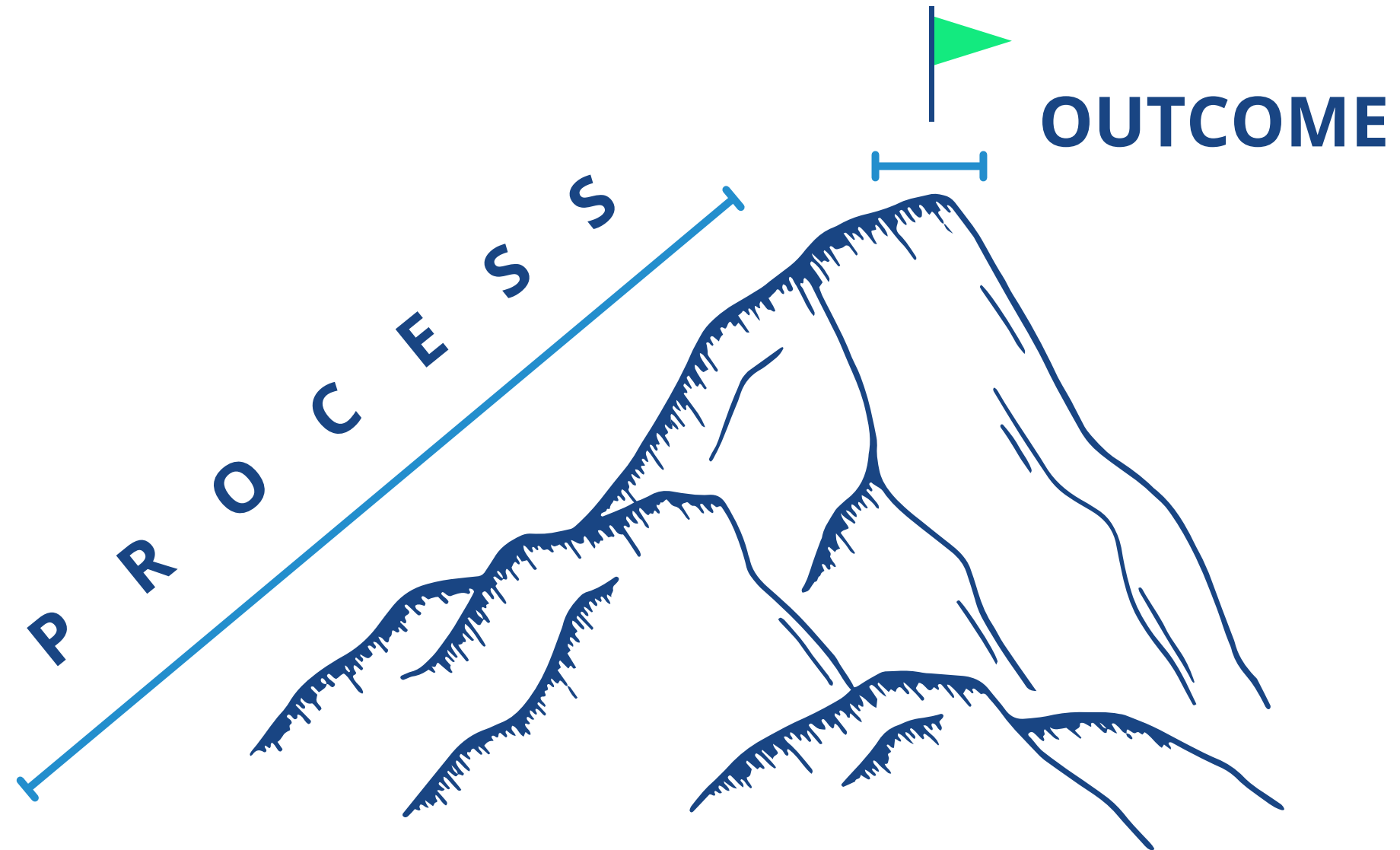
WHY



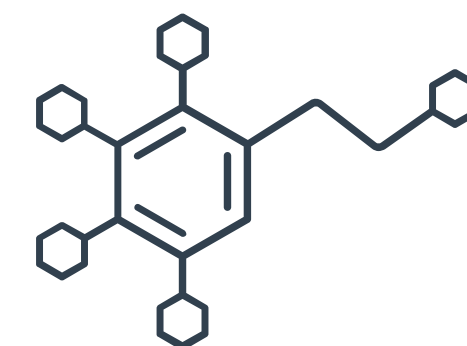
HOW

Berkman, E & Rock, D, (2014). AIM: An Integrative Model of Goal Pursuit, NeuroLeadership Journal Issue Five.

Goal Striving



Goal Striving



Goal Striving



'to travel hopefully is a better thing than to arrive'

(Sir Robert Louis Stevenson)

Goal Striving

Goal Hierarchy

EXAMPLE

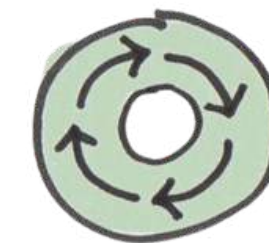


WHY



HOW

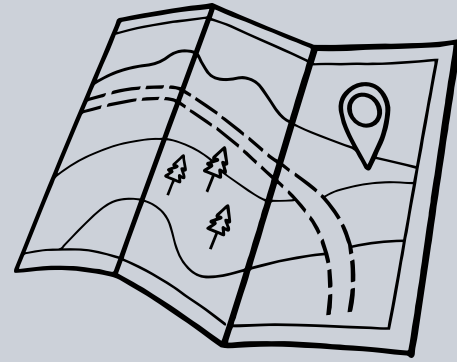
Process Orientation



VS.



Goal Pursuit / Road Trip



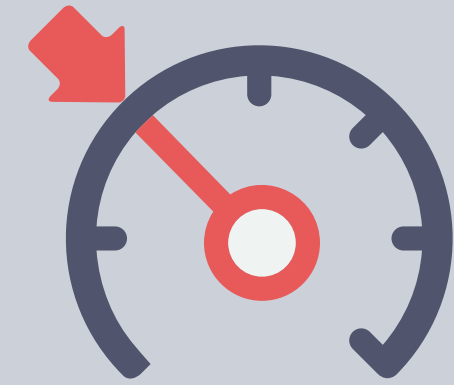
Goal Setting

- Motivation
- Stickiness



Goal Striving

- How & Why



Goal Maintenance



Q. How do we make the transition from effortful to automatic goal striving.



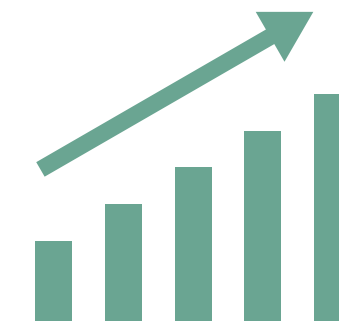
Environment



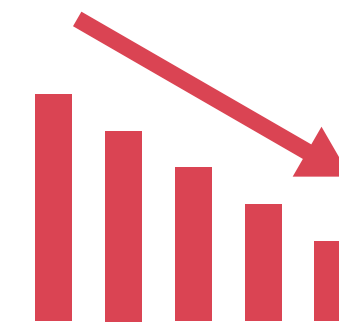
Environment



25 Feet



15 %



30 %

(Housman, Michael and Minor, Dylan, 2016)

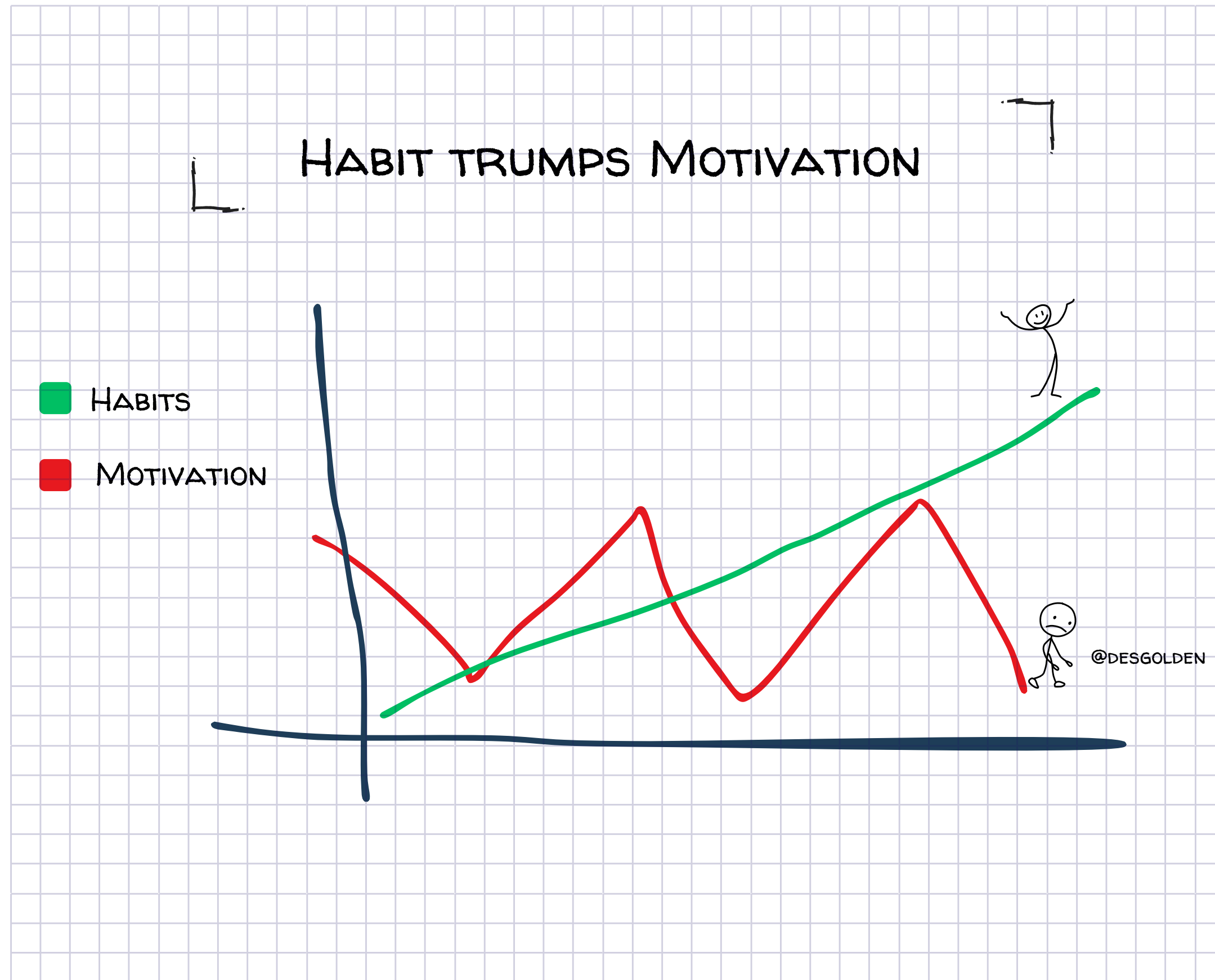


*'Tell me with whom you consort and I will tell you who you are;
if I know how you spend your time, then I know what might become of you.'*

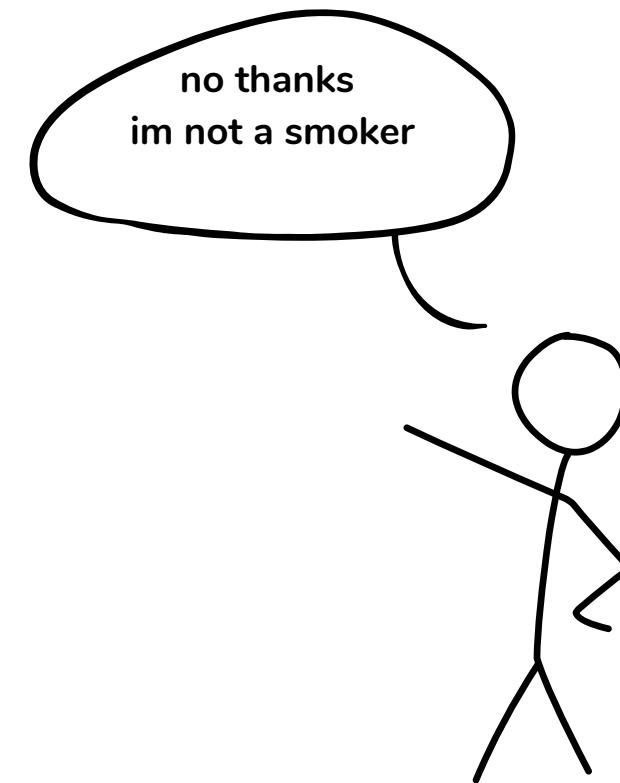
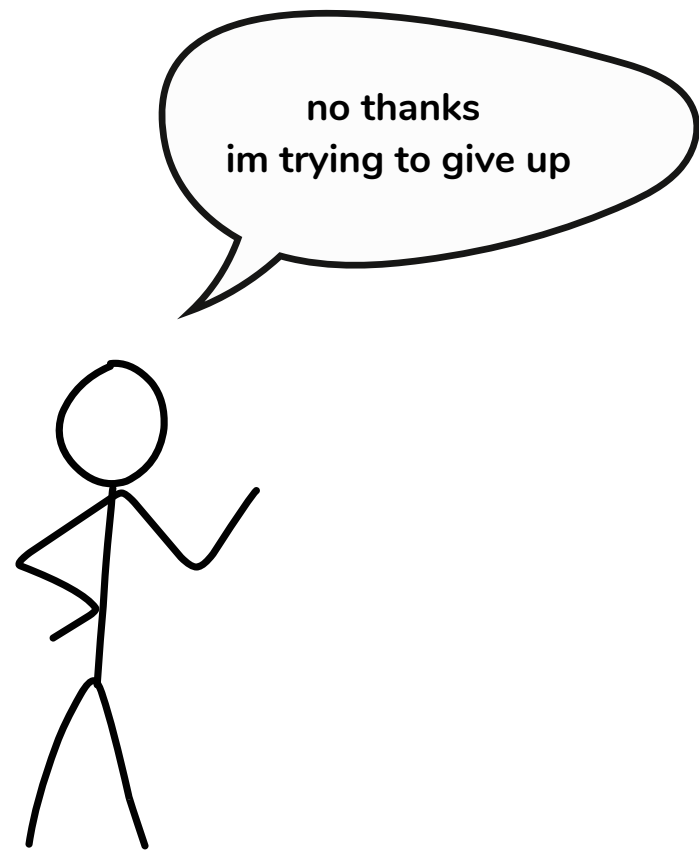
(Goethe)

Habits





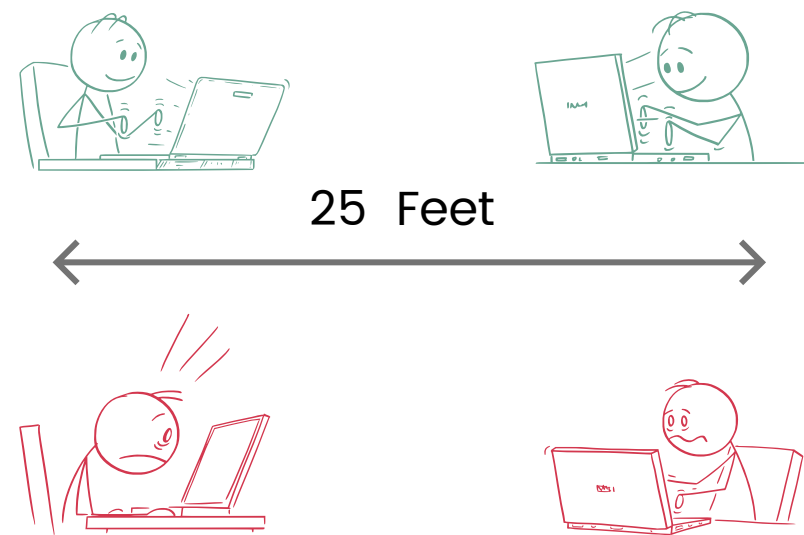
Forming Habits



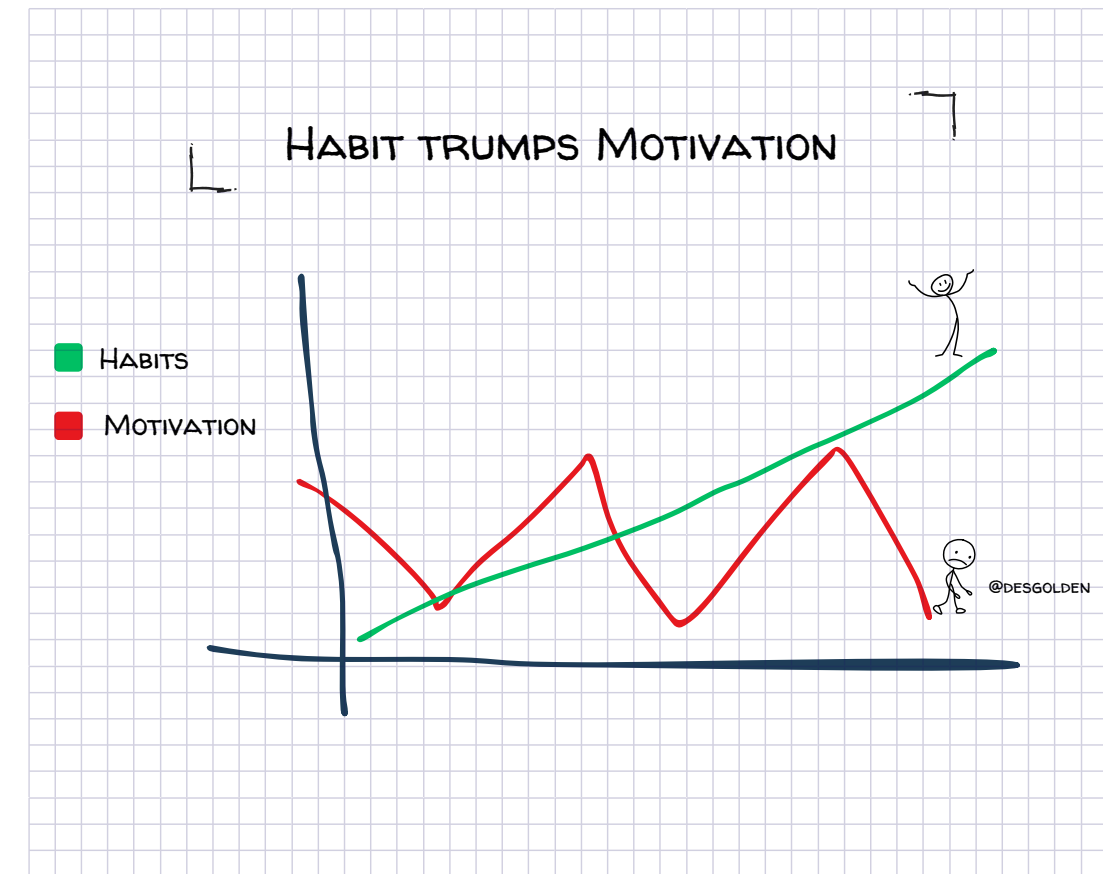
(Reference: James Clear)

Goal Maintenance

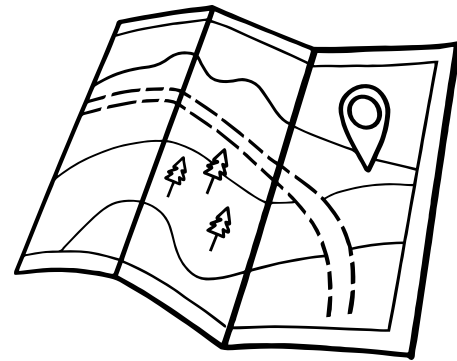
Environment



Form Habits



Goal Pursuit / Road Trip



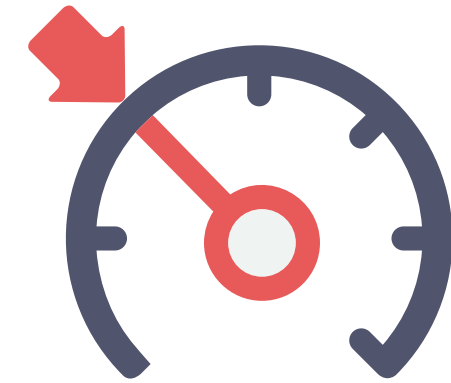
Goal Setting

- Motivation
- Stickiness



Goal Striving

- How & Why



Goal Maintenance

- Environment
- Habits



7 Strategies for Effective Goal Pursuit

1. Values & Purpose

MY TOP 5 VALUES ARE

1. _____
2. _____
3. _____
4. _____
5. _____

1. Values & Purpose

Create: Your Why Statement

I _____ so that _____

1. Values & Purpose

Create: Your Why Statement

I help people so that they reach their potential

2. Shine your Goal

- <3
- 7 words or less
- Inspirational
- Concrete and action based

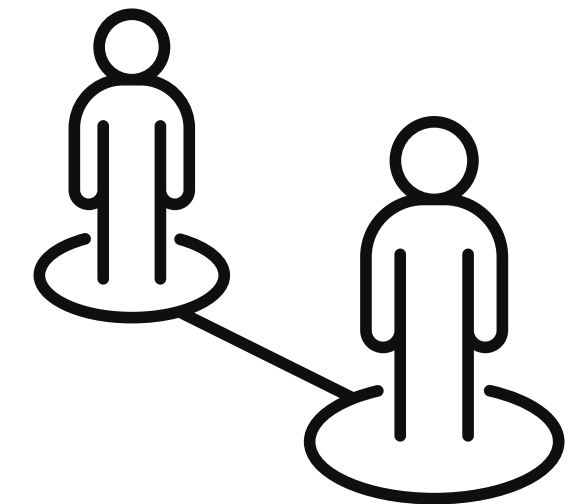


2. Shine your Goal

Defined Goal	Shined Goal
Promoted to Senior Consultant	Handing out my new business card
Feel more energised	Leaping out of bed every morning
Finish writing a novel	See my book in the local bookstore
Save money to invest in a property	Unlock the door to my new investment

3. Measure

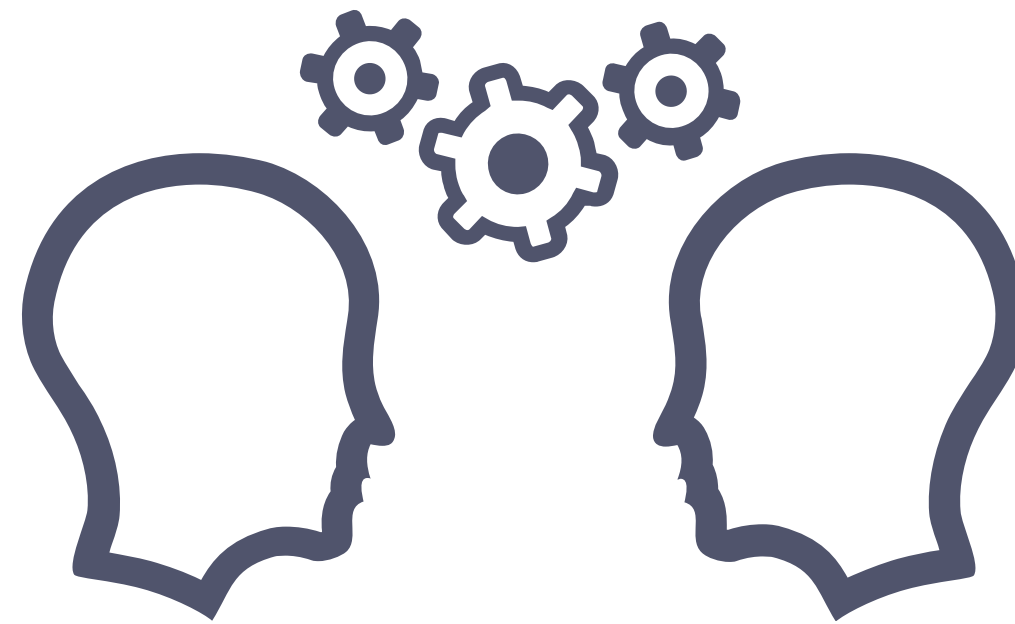
'if it doesnt get measured it dont get fixed'



4. Accountability Buddy



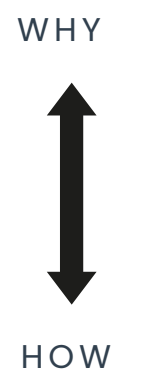
5. Coaching



GOAL HIERARCHY



EXAMPLE



6. Habit Tools

Implementation Intentions

Formula:

'When situation X happens i will do Y'

Example:

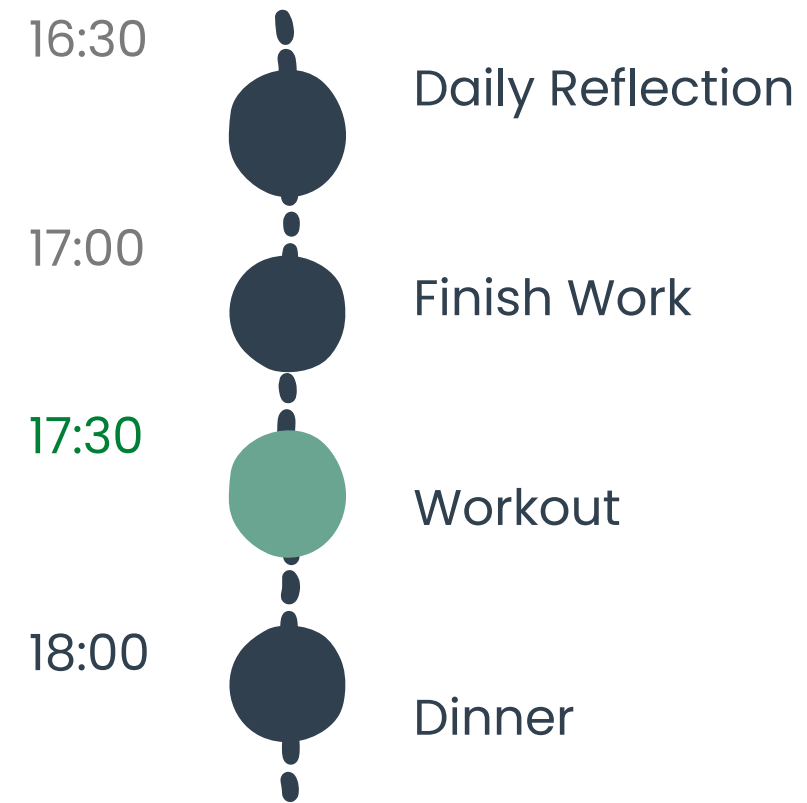
'When I receive a difficult email I will wait 24 hours before responding'

6. Habit Tools

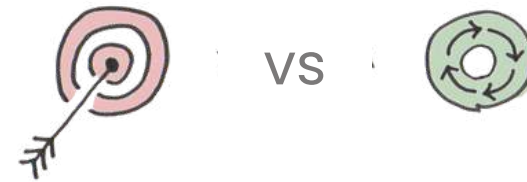
Habit Anchoring

CURRENT HABIT.

NEW HABIT.



7. Process Goals



Outcome

Process

L
O
N
G

T
E
R
M

Make a Sale

Get Better at Prospecting

Salary Increase

Get Better at Task Prioritisation

Get Promoted

Get Regular Feedback

S
H
O
R
T

T
E
R
M

Less Control

Control



*"There is no inherent desire in our problem to escalate our goals,
as long as we enjoy the struggle along the way.*

*The problem arises when we are so fixated on what we want to achieve
that we cease to derive pleasure from the present.*

When this happens we forfeit our chance of contentment."

(Mihaly Csikszentmihalyi)

Q&A

*Thank
you!*



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EXPERTS

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