

# Achieve Your Goals Faster. Every Time.

Why do we fail at achieving goals?  
The answer is in your brain—and your blood pressure\*.

## How Systolic Blood Pressure Impacts Success

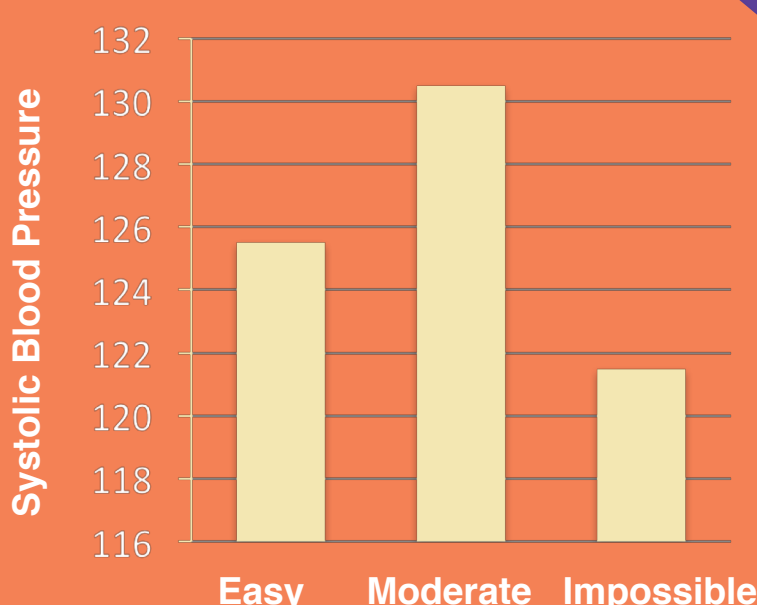
Systolic Blood Pressure (SBP) increases focus and readiness to act.

If the goal is moderately hard, we get a higher SBP spike and thus more excitement in the body and sympathetic nervous system.

If the goal is easy to achieve we still get a nice SBP spike.

But if the goal is seen as impossible our system writes it off, indicated by SBP decrease.

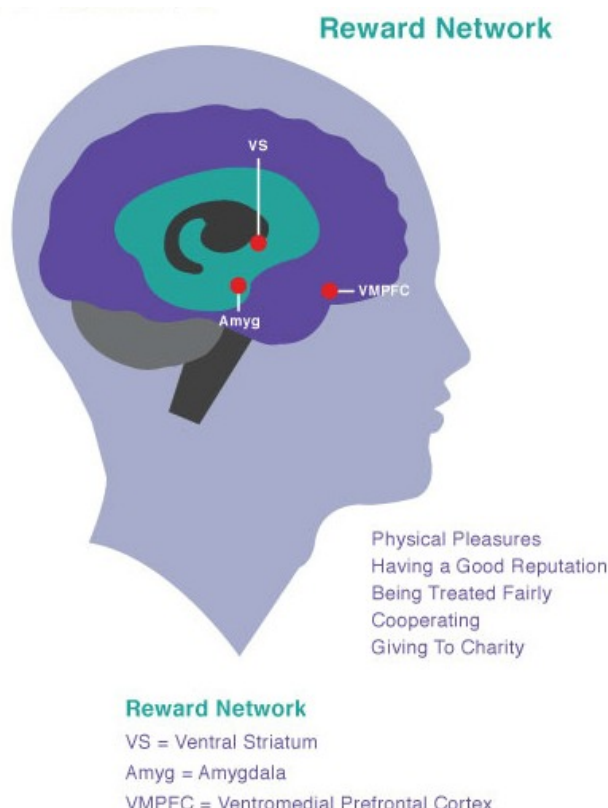
Giving up when it's too hard or too easy



\*With gratitude to Emily Balcetis, NYU social psychologist, for her research on SBP.

## How Your Brain Impacts Success

When we light up the medial prefrontal cortex (MPFC), we activate the reward network. This enables us to envision achieving the goal, which helps us “move the goal closer”.



\*With gratitude to Naomi Eisenberger, UCLA neuroscientist, for her research on the reward network.

## Three Steps To Goal Attainment



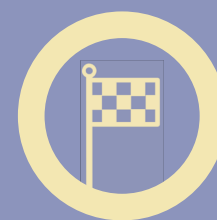
### Plan For Obstacles

Have a plan, a backup plan, and a backup plan to the backup plan. Planning for obstacles while at the same time envisioning success boosts our systolic blood pressure—it increases our readiness to act.



### Create The Right Habits

Setting and sharing intentions makes goals happen. When we make commitments to ourselves and others and ask “what can I do today” to get closer to achieving our goal, we boost systolic blood pressure too.



### Move The Goal Closer

When we reduce psychological, social, and/or spacial distance, we strengthen planning and vision. We also light up the ventral striatum where we experience reward, and get a nice dose of dopamine in anticipation of the goal being achieved.

## Result:

30%

When we focus on the goal in our mind's eye, goals actually look 30% closer (and thus more achievable)

17%

When goals look closer, we psych ourselves up and not out. And the goal feels 17% easier.

23%

And finally... we can actually *increase the speed* at which we achieve the goal by 23% too!

\*Based on SmartTribes Institute client results.

Want more resources for increasing accountability and insuring goals are met?

Download our complimentary Needle Mover Guide at [www.SmartTribesInstitute.com/NeedleMovers](http://www.SmartTribesInstitute.com/NeedleMovers)

