

Motivating Steady Work on a Major Goal

A goal is an intention you set to achieve a particular outcome—an outcome that wouldn't come to pass without your intentional effort.

A major goal will require you to gain new knowledge, develop stronger values, and/or learn new skills.

- Expect: frustration, setbacks, failures, course corrections, pivots.
- Biggest predictor of success: can you quickly regroup and carry on?
→ This requires managing your motivation.

Three Levers for Managing Motivation

- Conceptualization of the goal—when you set it.
- Creation of payoffs enroute—during weekly and daily planning.
- Delimited “sprints” to get through the remaining unpleasant parts.

Conceptualization of a Major Goal

- Formulate in terms of the value-laden, meaningful results in the world.
- Not self-improvement per se.
- One goal. Not a twofer. Not the kitchen sink.
- [Set Goals that Motivate](#)

Creation of payoffs enroute

- **A payoff is a result that triggers positive affect—joy, satisfaction, pride, confidence.** A clear payoff triggers desire to finish.
- Planned evolution: 2-week “Key Results” and 2-hour tasks with payoffs.
→ *Not artificial deadlines*
- Scheduled work incorporating conscious practice for daily improvement.

Delimited “sprints” to get through the remaining unpleasant parts

1. Set the goal to motivate and create payoffs for every task.
2. If you still dread it, accept the unpleasant emotions in doing the task.
→ *Identify and feel them, don't avoid, power through, or divert*
3. Maximum ~75 minutes at a shot, 30% of your work max.

Accepting unpleasant emotions is part of the psychological process that enables you to integrate your values, dissolve old baggage, and be more passionate about your goals. It builds emotional resilience.

The [Launch](#) starting January 10 includes instruction on setting goals, daily thought work to help motivate the work every day, emotional resilience tools to increase resilience, and 2 coaching calls a week to help with the hard parts.