

The Top 6 Reasons New Year Resolutions Fail (and what you can do about them)



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Introduction

So, it's getting to that time of year when many people will start to think about what they want to achieve in 2021. And let's be honest, most of us want to put 2020 well and truly behind us.

For many of us, that means we will be setting New Year Resolutions. They're a great idea. Having goals to work towards is a good thing at any time of year. Whether that is in our personal or professional lives.



Every year more than 50% of people make New Year's resolutions to lose weight, quit smoking, work out, save money, get a promotion, get a raise, and more. And yet, virtually every study tells us that around 80% of New Year's resolutions will get abandoned around this month [February].

— *Forbes magazine - February 2020*

Sadly, 80% of people will have given up on their New Year Resolutions by February.

In this complimentary eBook, I am delighted to share the top 6 reasons why New Year Resolutions fail, and what you can do to increase your chances of making **2021 YOUR YEAR FOR SUCCESS!**

Tom Phillips

1. You are focused on what you don't want!



I see and hear this all too often in my coaching (life and business) and clinical hypnotherapy sessions. My clients start by telling me quite clearly what they don't want.

I hear them saying things like:

"I don't want to be unhappy"

"I don't want to be unfit"

"I don't want to be stressed"

Unfortunately, our sub conscious mind (which is where change really takes place) is not wired to work with negatives. There's a part of our brain called the Reticular Activating System (RAS) that is like a radar for our thoughts, but it can't filter out negative thoughts and so it focuses on what it thinks we want. We say, "I don't want to be unfit" and our RAS just hears "unfit" and subconsciously we are focused on staying unfit.

Do this instead

Make sure your goals are positively stated by focusing on what you do want.

So instead of saying to yourself the things you don't want, tell yourself what you do want.

Also, tell yourself that you **"WILL"** do it. Don't use words like want, should, ought to and so on. Be very, very positive about your intentions!

E.G. Instead of saying "I don't want to be unfit" Say to yourself **"I will get fit in 2021!"**

2. Your goals are too vague

Too many people set goals that are vague. There is no clear vision of when the goal will be achieved, what it will look like, how we will get there and so on.

Do this instead

Following on from the previous point, not only do your goals need to be positively stated, they also need to be very specific. Many people will be familiar with **SMART** goals. Although these are used primarily in business, they work extremely well for any goals that we may want to set as our New Year resolutions.

SMART stands for:

Specific

Measurable

Achievable and Action Based

Realistic and Relevant

Timebound

Specific - state your goals as specifically as you possibly can. For example, if you want to "get fit" what exactly does that mean? It will very much depend on where you are starting from. If you are a couch potato that hasn't done any exercise for years, getting fit will be very different to someone who currently exercises 3 times a week.

Be as specific as you can about your goal(s). Instead of saying you want to get fit, a more specific goal might be "I will get fit enough to run half marathon."

Measurable - We need to think about how we will measure progress toward and achievement of our goal(s). In the previous example, the ultimate measure will be whether or not we get fit enough to be able to run a half marathon. As we progress toward that end goal, we need to think about the measures or milestones we will aim for along the way to achieving our end goal. For example, you might decide that you will measure your progress toward running a half marathon by measuring how many times a week you train. So you might say "I will get fit enough to run a half marathon (end measure) and I will train 3 times a week in order to achieve this goal. You can then track your progress as you train 3 times a week. Of course you can then start to make your measures even more detailed as you think about what you will achieve in each training session and how each session will progress toward you goal.

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Achievable and Action based - The goal(s) we are trying to achieve needs to be achievable within the timeline we have set (see T at the end of this example). If your goal is not achievable in the time you have allocated to achieving the goal then either your timeline needs to change or your goal needs to change.

Action based makes us think about the actions we need to take in order to achieve our goal. For example, in order to get fit enough to run a half marathon, you might need to:

1. Join a gym.
2. Hire a personal trainer.
3. Start training 3 times a week.
4. Change your diet to reduce the amount of junk food you eat.
5. Enter your submission to run in a half marathon.

Identifying the actions we need to take and then actually taking them will put us well on our way to achieving our goal.

Realistic and Relevant - The goal(s) we set need to be realistic. This means that they can be achieved within the time we have given ourselves to achieve that goal. For example, if you haven't exercised for years and want to run a half marathon in February, you will probably fail, so that is not a realistic goal. If, however, you decide that you want to run your half marathon in August (8 months away) you are far more likely to achieve your goal (assuming that you carry out the actions you have identified). Making our goals **relevant** is extremely important. Why do you want to achieve this particular goal? What will achieving this goal do for you, your family, friends, colleagues etc? What will happen if you don't achieve your goal(s)

Timebound - We need to have a specific timeline in place in order to keep us on track to achieving that goal.

The timescale we have allocated to the goal needs to be realistic. Big goals are fine, as long as we give ourselves the right amount of time to achieve them. If the goal cannot be achieved in the timeline we have set, then we need to change the timeline. If the timeline can't be changed (e.g. you want to lose weight for a wedding or summer holiday then the goal needs to change).

Top 6 reasons New Year Resolutions fail

New Year Resolution and Goal Setting Masterclass!!!

Reserve your place now on my next Masterclass!
(Click on this link)



Thursday 17th December 18.30 - 21.30 BST.

Make 2021 your year for success!

- ✓ Set goals for yourself that are SMART and EMOTIONALLY ENGAGING!
- ✓ Understand why 80% of New Year Resolutions fail and how you can be part of the 20% that succeed.
- ✓ Learn how to create a backup plan for the obstacles that can and do occur!
- ✓ Deal with that inner critic that tells you that you won't succeed or that you don't deserve to succeed!
- ✓ Build a support network that will help you to succeed!

And more

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3. You expect too much, too soon



Many people will give up on their New Year Resolutions because they expect results overnight. They get discouraged when things don't change quickly enough for them.

Consider this though, how long has it taken you to get to where you are currently? How long have you been behaving in the way that has resulted in you becoming unfit, getting overweight, being in debt etc.

Your journey toward your goal is a marathon, not a sprint. Remember that you need to plan an appropriate timescale to achieve the change that you want.

You also need to have milestones that you can mark off along the way. It's important to recognise these milestones as you achieve them and celebrate each milestone appropriately as you achieve it.

Do this instead

Refer back to the previous chapter and make sure that your SMART goal has an appropriate time frame for achieving the change that you want. Be prepared to settle in for a journey that will take as long as it takes. Fitness, wealth, relationships etc. do not happen overnight.

Also, when you have set your SMART goal and given yourself a realistic timescale to achieve it, set milestones that you will achieve along the way. For example having the 3 workouts per week that we discussed previously. Then with every week that passes and every time you have those 3 workouts, give yourself a pat on the back or some other suitable reward.

4. You try to go it alone.

No man is an island, yet so many people try to achieve their goals on their own. This causes numerous problems.

Firstly, you have no-one around to help motivate you when things get tough, which they will.

Secondly, it's a lot easier to give up when the only person you are letting down is yourself. When other people are aware of your goals (such as family and friends) we are less likely to give up as we don't want to disappoint them.

The world's leading expert on influencing skills is Dr. Robert Cialdini. He has identified 6 universal laws of influence that affect all us, probably without us realising.

One of these laws is called the **law of commitment**. This means that as a species we don't like to break our commitments when we have made them and we don't like people who break their promises. Setting a New Year Resolution is a promise to yourself and when we share our goals with others, we are making a commitment to them too. Especially if we know they are going to check on our progress.

None of us likes to be in a situation when someone asks "how's the diet going" and we have to admit that we've been eating junk food none stop for the last few weeks!

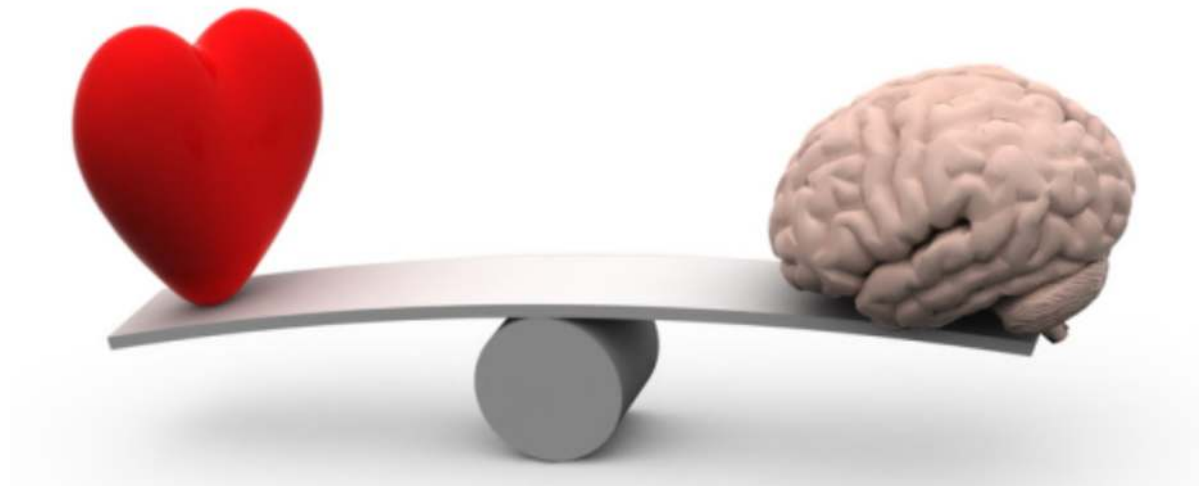
Do this instead.

Get a coach or mentor. Working with a coach or a mentor is a great idea for several reasons. Firstly, they can help you with their knowledge and experience. Secondly, they will help to hold you to account so that you are far more likely to stay the distance as you progress toward your goal. Thirdly, they will help to keep you motivated when you hit barriers and obstacles, which you inevitably will.

Top 6 reasons New Year Resolutions fail

Share your goals with close friends and family members and ask them to check in with you from time to time, to see how you are progressing. You are far less likely to quit on your goals if you have made a public commitment to other people, especially if those people are important to you.

5. You aren't emotionally attached to your goals.



You have a far greater chance of achieving your goals when they have real meaning for you. You have to understand why you want to achieve a certain goal. What will achieving it mean to you? You should feel a strong draw toward a successful outcome. If you don't, why are you trying to achieve that goal? If achieving it doesn't mean anything to you, neither will not achieving it and you are far more likely to fail in achieving that goal.

You can tell yourself, in your head, that you want to achieve a certain goal and you also need to "feel" what achieving that goal will do for you.

Do this instead

Find a quiet place where you can relax. Close your eyes (make sure it's safe to do so) and see yourself having achieved the goal that you want to achieve. Focus in on how you look, having achieved that goal. If your goal is to lose a specific amount weight, notice how good you look having achieved that weight loss. Notice also how proud and confident you look, having achieved that goal. Notice also what you can hear at that point. You should be able to hear your own internal voice congratulating you and telling you what a great job you've done. You might also hear other people tell you how great you look and what an amazing job you've done.

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Finally notice how you feel. You should be feeling a great sense of accomplishment at achieving your goal. Maybe you are feeling proud about your accomplishment and feeling confident about achieving more goals in the future.

Now take all of those sights, sounds and feelings and magnify them. See what you can see, hear what you hear and feel what you feel as you picture yourself having achieved your goal.

You can use this visualisation technique as many times as you want. Each time you see, hear and feel yourself having achieved your goal, you should reinforce that emotional connection to your goal. If you want to, write down what that vision looks like. Describe what you see, hear and feel in as much detail as you can. Revisit what you have written often and add more detail to it whenever you want to.

6. You don't have a backup plan

"To not prepare is the greatest of crimes; to be prepared beforehand for any contingency is the greatest of virtues"

— Sun Tzu

It is inevitable that you will hit barriers and obstacles as you progress toward your goal(s). Sadly, many people allow the first hurdle they hit, to become that last one that they hit, and they give up on trying to achieve their goal.

Contingency planning is a fine art in the world of business. Project managers will use mathematical formulae to calculate the chance of risks arising and what they can do, should that risk occur. It is a good idea to apply the same thinking to our New Year Resolutions.

Do this instead

Write out a list of everything that could go wrong. E.G. you are going to diet and exercise to lose weight but know you have birthday meals to go to for friends and family members in January and February.

For each risk that you identify, create a strategy that will allow you to deal with that risk, should it arise. E.G. Check out the menu of the restaurant in advance and select the healthiest options from their menu. Make sure you order these when you get to the restaurant!

About Tom Phillips and TLP Ltd.



Hi, I'm Tom Phillips. I help my personal and corporate clients to achieve more. More success, more happiness, more satisfaction, more relaxation and more.

For the last 12 years I have worked globally with my corporate clients in healthcare, pharmaceuticals, medical devices, travel and tourism and the legal profession.

I also work with personal clients as both a business coach, life coach and clinical hypnotherapist.

I am qualified as an NLP trainer and clinical hypnotherapist, amongst other things. As an NLP trainer I am one of literally a handful of trainers that has been both **trained AND personally mentored** by **Dr. Richard Bandler, the co-creator of NLP**.

As a clinical hypnotherapist I have been trained by some of the worlds leading experts, including **Paul McKenna**, the worlds leading clinical hypnotherapist and lifestyle guru. I now work regularly as part of the international training team that assists both Dr. Bandler and Paul McKenna at their seminars in the U.K. and the U.S.



What does that mean for you?

You can rest assured that whether you attend one of my live training events, or online webinars or work with me 1 to 1, you are receiving some of the best training and coaching available, anywhere on the planet today.

I have satisfied clients right around the world. If you want references, just ask. I'll be delighted to provide them.

My love of training and coaching began way back in my corporate career. I spent 18 years in the pharmaceutical industry in the U.K. and Europe, finishing up that stage of my career as head of training for a major pharmaceutical company. Along the way I held senior positions in sales and marketing and whilst I still love to sell, I realised that my real passion was for helping people, teams and organisations to develop.

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In 2008 I launched my 1st training company **Training, Learning and Progress (TLP) Ltd.** Originally working with the pharmaceutical industry, it wasn't long before TLP started to work with the N.H.S in the U.K. and other healthcare systems across the planet (I once had a client send me to Australia for a 1 day workshop!).



Having worked with the N.H.S. and other healthcare systems for several years I realised that there was a huge unmet need for training for healthcare professionals in non-clinical areas such as leadership and management, business planning, negotiation skills and more. So, in 2015 I launched a new division of TLP, **Your Training Inhouse** which has now trained 1000's of doctors, nurses, pharmacists and other healthcare professionals across the planet.



Underpinning my love of training and development is my passion for **Neuro Linguistic Programming (NLP)**. Developed in the 1970's by Dr. Richard Bandler and Joh Grinder, NLP is now a worldwide phenomenon that has helped millions of people take their personal and professional development to the next level. In 2016 I launched another division of TLP, NLP by TLP, which provides NLP training and coaching to a worldwide audience. Our last Business practitioner Programme (June 2020) had students from the U.K., Europe, Mexico and the U.S.A. In 2017 I was invited to be mentored by Dr. Richard Bandler himself. So I have learned my NLP directly from its source. I continue to work as part of Dr. Bandler's international training team today.



Closely associated with N.L.P. is the study and practice of **clinical hypnosis**. In 2019 I completed my diploma in clinical hypnosis and now have a private practice in Liverpool's Rodney Street where I see clients and help them deal with stress, anxiety, low self-esteem, low self confidence, phobias and depression.

I am delighted to be running my next masterclass and look forward to seeing you there!

MAKE 2021 (AND BEYOND) YOUR YEAR FOR SUCCESS!



Make 2021 your year by setting New Year Resolutions
and Goals that will work!

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