

# THE COACHING HUB

## *Podcast Episode 33 - Making goals stick*

Ruth Kudzi: Instead of focusing on the do, do, do, do, do, do, how about looking at what you need to be, feel and think? How do you want to be this year? How do you want to show up in the world? How do you want just show up every day for your family, for your relationships, for those people that are important to you? What do you want to be thinking? What do you want that inner dialogue to be saying? What do you want to be feeling?

Ruth Kudzi: Hello, and welcome to the Coaching Hub podcast with me, your host, Ruth Kudzi. If you're a coach or you're coaching curious, this is the place for you. We're going to be talking all things coaching, personal development and business development in a really fun way. You're going to hear live coaching sessions, and you're going to come away with tools and techniques that you can practically use and take away. If you enjoy this podcast, I would love for you to subscribe. And if you really enjoy it, give me a review.

Ruth Kudzi: How do we make sure that our new year's resolutions and goals actually stick? Let's be honest. I think that most of us, after 2020, when we were all spouting, weren't we, a year ago, "Let's make 2020 the best year. Yeah, I can feel this next decade is going to be amazing, blah, blah, blah," I think that maybe it may have changed some of our mindset on this best year ever dialogue.

Ruth Kudzi: However, we still see the same things, don't we? We still see the articles in the magazines. We still see the media push. We still hear this idea of having new year's resolutions. And we often think, "Okay, let's start again. Let's start afresh." It's even better than a Monday. It's a brand new year. Maybe this is going to be the year we've finally ran that marathon, or make our bread, or we train to be something different, or we'd get our PhD, or we make a million.

Ruth Kudzi: Or maybe we won't because resolutions are often so grandiose that they're unrealistic. Will we really run every day in January when it's pelting rain outside, and we only have about four hours of daylight? Probably not. If we don't, does that mean that we're a failure, and we're never going to achieve anything? Of course, it doesn't.

Ruth Kudzi: I'm going to talk about how we can make our resolutions, or let's just say our focus and our intention for the new year, actually stick and how we can do things that

work for us, not against us, and that mean that we are feeling more aligned with what we want to create.

Ruth Kudzi: Often resolutions focus on the do. They focus on the behaviors. We know about the iceberg. It's right at the top of the iceberg. I want to change. Therefore, I'm going to change that thing that people see about me, that behavior because that's obvious.

Ruth Kudzi: I mean, it's really easy to notice, isn't it, if I'm running or not? I'm just using that as an example, but it's really obvious and easy to assess if we've done that or not. Have we ran or haven't we ran? Yes or no? Easy. Those are the things that we tend to have resolutions about, those actually obvious behaviors.

Ruth Kudzi: I want you to turn it on the head this year. Instead of looking at what you're going to do or how you're going to behave, let's go deeper because really lasting change does not happen with behavioral change. It's very difficult to change only on the behavioral level, because underpinning that behavior, we have our values, our beliefs, our thoughts, our feelings.

Ruth Kudzi: If we don't change on that deeper level, then the foundations of that change are not solid. They're not sturdy. So all you need is the rain to come and you go, "Ugh, maybe I don't really want that. Maybe I'm made to sit on the sofa and eat this leftover Celebrations." I know. Who am I kidding? There aren't going to be leftover Celebrations, but you may not be quite as a glutton in chocolate as we are in my family.

Ruth Kudzi: So instead of focusing on the do, do, do, do, do, do, how about looking at what you need to be, feel and think? How do you want to be this year? How do you want to show up in the world? How do want to show up every day for your family, for your relationships, for those people that are important to you? What do you want to be thinking? What do you want that inner dialogue to be saying? What do you want to be feeling? I'd love for you to have a go at writing this down. How do I want to be? What do I want to feel? What do I want to think?

Ruth Kudzi: This is a cornerstone. We're talking about an inside-out approach, rather than the outside-in. Looking at your stuff first, and then using this to be the cornerstone of what you do before you start adding all of that external stuff in. If you don't believe, on some basis, that you'll ever be a runner and you think it's a waste of time, however elaborate your running kit and however many different ways of running and doing the couch to 5K or the couch to 10K, you aren't going to stick it because you haven't worked in that fundamental belief. You haven't worked on that reason.

Ruth Kudzi: Simon Sinek says start with why, but let's start with why in terms of our resolutions. What is a reason and purpose for us to do this? Why are we doing this? How is this going to help us move forward? Behavioral change doesn't start with the behavior. It starts with you and who you are. When you're able to lean into who you are and what motivates you, you can then start to build stronger behaviors.

Ruth Kudzi: So this year, instead of having that checklist of all the things that you're going to change about how you behave, I want you to really focus in on how you're going to be, what you want to feel and what you want to think.

Ruth Kudzi: Now, I want you to imagine you're going underneath that iceberg and you're starting to examine who you are, imagining how you show up every day, imagine how you want to feel. When we're doing this, we're not saying that we're not going to feel angry or annoyed, or a little bit frustrated at times. Those are normal human emotions.

Ruth Kudzi: We're looking at how do you want to generally feel? Do we want to tap into that joy on a daily basis? Do we want to feel fulfilled in our job, like we're making a difference? Are our needs actually being met? Because if our needs aren't being met, if we don't have the money to make sure our needs are met, to have a roof over our heads and food on our tables, it's very difficult for us to change anything else.

Ruth Kudzi: I think the whole self-improvement world fails to identify this sometimes. If our basic needs are not being met, how are we going to move up that pyramid? It's old Maslow's [inaudible 00:00:07:25], this hierarchy of needs, but it's still relevant today. If we are not meeting those needs, we're not going to go upwards. We're not going to be able to change that behavior because we're in scarcity mode, and we're in scarcity mode because things are scarce. It's very easy to see people talking about stepping into abundance when they don't have that scarcity.

Ruth Kudzi: So I want you to really sit with what is important to you. What is important to you in terms of your inner world and what on a practical level that you need? Because these are the building blocks of change. It's not about you suddenly deciding that you're going to run a marathon and running every day. Maybe, if on some level, it's important for you to be healthy, and I think that most of us, if we have a strong self-concept and if we do have that relationship with ourselves and we love ourselves, which is not a bad thing, I'm saying that in a positive way, we do want to be healthy.

Ruth Kudzi: Then we have to think about why. Well, why do I want to be healthy? I know why I want to be healthy. I want to be healthy so I'm here for my children. So that they've got a mom who can be around and who can play with them and spend time with them and support them and be there through thick and thin. That's really important to me. In fact, that's the most important thing to me in my life. If that's really important to me, how am I making it a priority? What do I believe about my ability to be healthy?

Ruth Kudzi: Then I layer on top of that my self-belief, my beliefs, my values, why it's important, why I'm willing to forego the opportunity cost of making health a priority for me. I get to paint that picture of what health looks like and that is my picture. That is nobody else's picture. Maybe that picture includes running. Maybe it includes Pilates. Maybe it doesn't. It doesn't matter. That is my picture.

Ruth Kudzi: Instead of taking on the Me Too goals, which I see everywhere, and I think the online space is the worst for this, I want to give you permission that you can choose

whatever you want to focus on this year. But if you don't focus on you, if you don't do that inner work, the outer stuff is never going to give you what you need.

Ruth Kudzi: Remember, as always, success starts with you. It's an inside job. Remember that success can mean anything to anyone. I'm not talking about money. I'm talking about what really lights you up. Let's go and let's really focus on how we're being and how we're showing up in 2021.

Ruth Kudzi: Thank you for listening to the Coaching Hub podcast with me, Ruth Kudzi. If you enjoy this, I would love for you to join my Facebook group, the Coaching Community, for more of the same.

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