

Fact Sheet Three: How many types of goals are there!?



We all most likely know about short-term and long-term goals, however there are other important types of goals that will accelerate your rise to success.

There are three types of goals when it comes to content; outcome, process and performance. Then there are two types of goals when it comes to general focus, i.e. social comparison goals, or task-focused goals. It is worth having a quick read, as all the different types can add to your arsenal and aid in your march to success.

Outcome goals: these are traditionally your typical long-term goals. In a sporting sense it is your competitive result, e.g. to qualify for the nationals, or more relevantly for us “losing 4kg, getting back to a size 10 or getting fit”.

Process goals: these focus on the actions that you should do along the way in order to achieve your outcome. They are like short-term goals, but are focused on the actual mechanism of your journey, e.g. “I will get to training three times a week, or I will eat small healthy meals every three hours”.

Performance goals: these provide us with our feedback along the way. They focus on achieving a level of success based on our previous efforts. This is our personal bests, whether it is doing 20 full push ups in a row, or running around the park in under a minute.

Evolution assessment sessions (every 8 weeks) give you the opportunity to gain some precious feedback on your performance goals. It is a really powerful tool to keep your motivation topped up. If you want to give yourself the best chance of achieving your goals it is a great idea to try and catch these as much as you can.

So that deals with the content, now to your point of focus.

Social comparison goals: these involve you comparing yourself to someone else, not really rocket science hey? e.g. I want to have legs like Giselle, or abs like Ben Cousins. Some people find these useful to provide some initial motivation, however experience and research suggests that this is not generally the way to go for long-term success. However, task focus goals are great for this.

Task focused goals: these focus on the things that are in your control and are achievable every day. These are the little gems that set you up for a long and successful life achieving your ultimate goals. For example, I am going to do a minimum of 30 minutes of exercise a day and get to training three times a week.

These goals will often overlap with each other. For example, process goals and task-orientated goals share common characteristics, and they all add together to give you a comprehensive and unbeatable goal package.

In summary, we should all have an ultimate goal point (outcome goals), and then pave the road there with small tasks you can do regularly (process goals) and with ways to get feedback on your process (performance goals). Finally, focus on what you can achieve (task-orientated), not what others are doing (social comparison orientation).