



SET YOUR NEW YEAR UP FOR SUCCESS

(HOWEVER YOU DEFINE IT)

By Kelli Richards

How to finally shift behaviors/habits/mindsets, honor intentions, and realize some cherished dreams to make 2021 one of your best years ever – really and truly – starting this month.

I think it's safe to say that most of us were happy to say goodbye to 2020. And it's that time of year again when we have a blank slate to launch a fresh start and to re-invent ourselves and our lives anew. Not to minimize the losses this past year have brought – it's been one of the most challenging times of our lives. However, I believe we're turning a pivotal corner with antiviral medications and vaccines on the horizon to support us in moving on and architecting life in a way that serves each of us best. That's cause for hope as we take the wheel and forge ahead.

But we've gotta wanna take a good look at our lives and define what it is that means that most to us; what really matters, and what will it take to clear any obstacles to achieve what we want.

Defining Your Success Metrics – How Will Your Life Look One Year Out (Clarify Your Vision)

This is something I ask all my trusted advisor clients to do when we first start working together. What does success mean to you; not just in

business but in how you're managing your life as a whole – explore each facet of what matters most (your work, your health, your relationships, your family, your finances, and more). How satisfied are you in each of those areas? Which could use more focus and effort? How do you define success across each of these categories? Get specific and really take the time to articulate how you'd like each of the most critical areas to look by the end of the year. What will have had to happen for you to achieve your desired outcome? If you don't know, imagine what someone you admire would do and "act as if." Then reach out for support from trusted others who have your best interests at heart to provide counsel, feedback, insights and to hold you accountable to keep you on your path if need be.

Jettison Behaviors, Habits and Mindsets that No Longer Serve You – Leave 'em Behind!

Once you've defined what your conditions of satisfaction are for each of these important areas of your life, take a good hard look at what may be getting in your way and sabotaging your efforts. Sometimes it's what you're telling yourself and you may be due for an adjustment in your thoughts, words and mindset where if you catch yourself and pivot, you can re-wire your brain to support you in more successful outcomes that are in alignment with where you're headed. Remember, the windshield is much bigger than the rearview mirror; we're forging ahead not going backward. Likewise with any habits or addictions that are holding you back or slowing you down; there's never been a better time to get real with



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yourself and to release yourself from the grip of anything that's holding you back and interfering with what matters most. Get help if you need it, but don't drag things into the new year that no longer serve you. You don't want to re-live past experiences year over year as if you're Bill Murray in "Groundhog Day;" this is the start of a brand new year, and it's an opportunity to hit the reset button to create a much more favorable outcome for yourself and your loved ones. You owe them (and yourself) the very best you – and you have the means to make that a reality if you choose to.

Why Intentions are More Powerful Than Resolutions – and How and Why to Honor Them

We've been conditioned forever to make New Year's resolutions but studies have shown that approximately 80% of these resolutions fail after about 2-3 weeks mostly because of self-sabotage, apathy and a lack of self-discipline. It's kind of the lazy man's approach. When you set a clear intention, by contrast, you're setting in place a positive call to action about something that's motivating and pulling you instead of focusing on something you don't want to do but feel you should. Get the distinction? Which do you feel you're more likely to stick with?

When we set an intention it's kind of like setting a compass giving our minds meaning and a clear direction, including taking actions that reinforce your commitment to that intention. For example, if you set an intention to eat more vegetables to improve your health, then you'll prepare vegetables to eat throughout the day during each of your three main meals. This extends out to your mindset, your thoughts, your habits and of course your actions – all of which are aligned with the intention you've set for yourself. And when you share your intentions with others, it deepens the commitment and holds you more accountable. Bottom line: the intentions we set for ourselves set the stage for a powerful way to initiate change and transformation – and move us towards achieving our success metrics around what matters most. When we honor them, we witness progress and movement towards achieving our most desired goals – and prove to ourselves that we can in fact create a life that we can be proud of.

Ready to Get Started?

If not now, when? I believe in you and what you're up to next. If you need help and support, reach out and let me know. If I can be of assistance great; if others are a better fit so be it. But do what's necessary to make the year ahead one of your best ever; what's more important than that? If you do, then this time next year, you'll be amazed to look back at how far you've come and I predict you'll be much more aligned with what matters most and will be far more fulfilled.

Kelli Richards, founder and Managing Director of The All Access Group is the exclusive provider of business consulting, mentoring, and strategic connections editorial in Los Altos Hills magazine. For more information, visit allaccessgroup.com.



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