

What Do You Want? OBJECTIVES and DESIRED OUTCOMES

OBJECTIVE		DESIRED OUTCOME
Means	→	End
Action (What Are You Doing?)	→	Direction (What Are You Heading Toward?)

Answers the question What? What do you hope to achieve, accomplish, or attain?	Answers the question So What? or Why? What difference will achieving your objective make? How will it change your status quo? Why do you want it?
Goals, habits, and intentions.	Based on Big Picture Wants .
Make it S.M.A.R.T. (Specific, Measurable, Attainable, Rousing, and Time-Bound).	Make it juicy enough to inspire and motivate you to go after it.
Be able to communicate it succinctly in one sentence .	Describe it at length with as much color and feeling as you can muster.
Motivates achievement via positive expectations based on past experience .	Motivates achievement via craving (activation of the wanting/reward system of the brain).
Directs attention to feasibility information.	Directs attention to desirability information.
Involves concrete thinking.	Involves abstract thinking.
The purpose of an objective is to get a desired outcome .	The purpose of identifying your desired outcome is to lead to the development of objectives that get you more of what you want and less of what you don't want .
Determining an objective without identifying a desired outcome makes it less likely you will be satisfied even if you achieve it .	Identifying a desired outcome without determining and pursuing one or more objectives makes it less likely you will actually get what you want no matter how much you want it .