

Goal setting

We often set goals for things that we think other people expect from us, for a life that society expects us to live. The problem is that those are mostly means goals. There is a difference between an end goal and a means goal. End goals are goals that truly lead to happiness, while means goals just get us closer to what really makes us happy.

If we start by focussing only on our means goals, we often miss out on the opportunity to be truly satisfied and happy. Your first step, or starting point, should be by setting end goals, and then work towards achieving them. End goals can be categorised in 3 categories: experiences, growth and contribution.

Experience

Think about the most beautiful experiences that would really give you joy. These could include falling in love, raising children, playing with your grandchildren, travelling, creating something, and learning new things.

Growth

To be the person who can have these experiences, ask yourself who you need to become. To become the best version of yourself, write down a list of how you want to grow and the skills you want to learn. Your growth should be a goal in itself.

Contribute

Think how you could give back to the world, if you could have all these incredible experiences and be the best version of yourself. Giving is often one of the surest paths to happiness. It is a way you can make a difference in the world and find fulfilment.

My end goals		
Experiences	Growth	Contribution

Setting your money goals (means goals)

The second step is to decide on your money goals. These are the goals that will allow you to reach your end goals and help you on your journey towards financial health. They should be specific and realistic so that you will have the means to achieve your overarching end goals. See them as the steps you need to take. These money goals will give direction to your money plan.

Making your money goals smart

Smart goals are specific, measurable, achievable, realistic and timely. Then you know exactly what you are working towards and can track your progress. Just setting your money goals is already an achievement.

Break down your goals into: short-term, medium- and long-term goals.

Money goals

