The 7 reasons You're Failing to Achieve Your Goals According to Imperyo

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Whilst it is incredibly important to set goals as a business owner, it is more important to be able to achieve these goals states Imperyo. Here, the firm reveal the seven reasons why people are failing to achieve their goals.

About Imperyo: http://www.imperyo.co.uk/

As a business who relies heavily on meeting targets and increasing growth for their clients, Imperyo understands the importance of setting and achieving goals in business. Without having goals, a business will never strive to achieve anything more than the bare minimum, believes the firm. Imperyo believes that goal setting helps to motivate and encourage a business to push forward and deliver top results.

Here, Imperyo has revealed the seven reasons they feel people are not reaching their goals:

It's not what you really want

Many people set a goal because they see everyone else doing the same thing. But if it's not right for a person, achieving it won't make them any happier. We have to be passionate about something in order to be motivated to achieve it. Imperyo suggests for business professionals to imagine their ideal lifestyle and the things they want to have in their future. Once a person knows what drives them, they can set goals that resonate with this, highlights Imperyo.

They're not specific enough

Vague wishes will not help a person see progress. "You need to know what you want *and* be specific about the details. If you don't know what you're focusing on, you won't get it," says MD Claristelle Labrador at Imperyo. Break big goals down into smaller goals and then turn these into more manageable action steps, reveals Imperyo.

You don't have a deadline

"If you don't set a deadline you will never even get round to starting work on your goal. Give your goal an end date and divide it into milestones," recommends Imperyo. This will help with keeping track of things and decide when to improve the approach, states the firm.

Too many distractions

Achieving a goal requires being focused on it long enough so that it can become a reality. Individuals need to dedicate some time to working without any interruptions. Wake up a bit earlier and use the quiet morning to do that, highlights Imperyo.

Not being consistent

Going after a goal is similar to building a new habit – do one thing daily to stay on track and keep moving forward. Without consistency, individuals will not see any progress, highlights Imperyo. Organise each day around the goals and the activities connected to them and find like-minded people for their advice, suggests the firm.

You listen to the naysayers

"Not everyone around you will have the same goals as you, but that doesn't mean yours aren't valid. These people might not understand you and may try and make you think it's impossible to achieve. Don't listen to them. Be ruthless with your goals and stick to them. Keep your vision alive and keep moving forward," recommends Imperyo.

Keep your 'why' in mind

Imperyo believes it is crucial to remind yourself 'why' on a daily basis – this is the reason for making the goal in the first place.

Imperyo specialise in teaching their self-employed contractors how to set goals and how to follow through on achieving these goals.

Imperyo is an outsourced sales and marketing firm based in Watford. The firm are direct marketing

specialists who connect with consumers face-to-face on behalf of their clients' brands. This helps to encourage long-lasting and personal business relationships between brand and consumer which often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Imperyo regularly set goals in order to deliver high-quality results for their clients and the firm have outlined a number of expansion goals for themselves throughout 2016 in order to increase market reach for their clients.

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Imperyo Ltd specialise in a unique marketing service designed the deliver a high ROI to their clients. For more information Follow@Imperyo_ on Twitter and 'Like' them on Facebook.

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