



A STEP-BY-STEP GUIDE TO REACHING YOUR GOALS  
AND EXPLORING NEW HEIGHTS



[DepthNotWidth.com](http://DepthNotWidth.com)

## BEFORE WE GET STARTED...

Welcome to the Depth Not Width 2022 Goal Planner!

I am so excited that you are investing this time into yourself and your goals – and for the results you’re going to begin creating using this simple method for strategic goal setting. Before we dive in, let me share my story...

For years, I set new year’s resolutions. They were abstract, vague, and unfocused. I would write down, “I want to lose fifteen pounds.” Then, with no strategy, plan, or specifics to back up my resolution, I would wander aimlessly for the next month, trying desperately to reach my goal. Unfortunately, I never did. Every time, I would lose my steam, not see progress – and finally give up. Then, every December, I would repeat the process with the same unmet goals. “I want to lose twenty pounds.”

About five years ago, I realized my current way of approaching goal setting and meeting those goals wasn’t working. There was a handful of contributing factors at play. First, I was setting blurry resolutions – not real, tangible goals. Second, I wasn’t using a S.M.A.R.T. approach to setting my goals, which I’ll share more about in this tool. Third, I had no plan for how I would achieve my goals or the actions I would take, and no accountability was in place to keep me on track. And finally, those resolutions I was setting were never backed up with passion, purpose, or any kind of emotional fire that would keep me locked in when I got tired or things got tough.

The result? Failure, and then next year, more failure.

If I was ever going to reach my goals, it was time to approach my goal setting and execution differently. Einstein said, “Insanity is doing the same thing over and over again and expecting different results.” He was right. With that in mind, I began researching different goal-setting tools and techniques, collecting the best strategies. Over time I developed the Depth Not Width Goal Planner. Five years later, with multiple tweaks and revisions, I’m excited to share my tools for you to use here.

Now, it’s time for you to get started setting your goals. If you haven’t already taken inventory of the past year, I’d suggest using my [2021 Snapshot tool](#) to do that first. Then, after some time spent reflecting on the past year, dive into your 2022 goal setting.

Make it happen... Go get your goals!



- John Gamades, Founder of Depth Not Width

# GOAL SETTING STARTS WITH THIS ASSESSMENT...



Goal setting is one of the most important exercises we can invest time into. It helps us define what we want, the actions that will get us there, and guides where we spend our energy. So how do we know what goals we should be focusing on? The answer begins by understanding where we're at today – your strengths and the areas where there's room to grow. This simple assessment, The Depth Chart, will help you get clear on both.

## INSTRUCTIONS:

For each of the questions below, rate your depth on a scale from 1-10.

1-2 = I'm experiencing little to no depth in this area.

3-5 = I see the beginnings of depth, but the opportunity to create more in this area.

6-8 = I'm doing well in this area, but there is room for growth and going deeper.

9-10 = I'm strong in this area and content with the amount of depth I'm experiencing.

### 1. Professional

RATING: \_\_\_\_\_

- Is my work challenging me and stretching me?
- Are we working toward a shared vision and mission together?
- Do I enjoy and trust the team around me, or do I feel like I'm alone on an island?
- Am I content where I am or creating positive momentum in a new direction?

### 2. Financial

RATING: \_\_\_\_\_

- Am I content and satisfied with my life financially?
- Do I have enough resources to live the life I want and go where I want to go?
- Do I have enough to share with others around me?
- Am I obsessed with keeping up with other people and what they have?

### 3. Family

RATING: \_\_\_\_\_

- Am I spending the amount of quality time I desire with my family?
- Am I able to be present when I'm spending time with my family?
- Are my relationships with my closest family (significant other, kids, etc.) healthy?
- Does my family have a shared vision and mission for our lives together?

### 4. Friends

RATING: \_\_\_\_\_

- Do I have a circle of trusted friends that I can share my challenges with?
- Do I have a group of friends that will celebrate my wins with me?
- Am I spending the amount of quality time I desire with my friends?
- Are we digging into real-life "stuff," and not just the surface, safe things?

### 5. Vision

RATING: \_\_\_\_\_

- Do I have a vision for where I'd like to be personally and professionally in one year? Three? Five?
- Do I have a plan in place for how I'm going to move toward that vision?
- Am I measuring my progress regularly?
- Is my vision out where I can see it, visible on a daily basis?

## 6. Legacy & Giving Back

RATING: \_\_\_\_\_

- Am I using my time to invest in my community?
- Am I using my talents to invest in the world around me?
- Am I using my finances to invest in other's needs?
- If I died today, would I be satisfied with the legacy and impact I've created?

## 7. Spiritual

RATING: \_\_\_\_\_

- Am I spending time each day being quiet or meditating?
- Does my spirituality impact how I live and work?
- Do I have people in my circle who share my faith?
- Am I taking time each day to practice gratitude and consider what I'm thankful for?

## 8. Celebration

RATING: \_\_\_\_\_

- Do I slow down to celebrate my wins and achievements?
- Do I include my coworkers, friends, and family in these celebrations?
- Do I enjoy the full journey and not just achieving the final goal?
- Are there areas in my life that are simply fun for fun's sake with room for play?

## 9. Growth

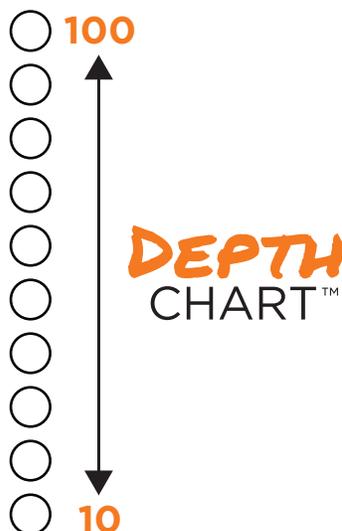
RATING: \_\_\_\_\_

- Am I learning new things and excited about my personal growth?
- Am I continuing to chase new experiences?
- Am I willing to set fear aside, try new things, and take risks?
- Do I feel like I am growing today? (Just by investing time in this, you're growing!)

## 10. Fitness

RATING: \_\_\_\_\_

- Is my nutrition positioning me for my best life?
- Do I have an exercise routine that keeps my body moving?
- Am I building strength in my body?
- Am I getting the sleep I need to reach my peak level of performance?



### YOUR DEPTH CHART RESULTS

**Add up your responses to assess the level of depth you're experiencing right now.**

**10-30:** Don't get discouraged! There was a time in my life where I gave myself a 26. Taking the time to assess your depth is the first step to creating more!

**31-60:** Remember, depth is a journey, not a destination. Start creating your momentum today!

**61-80:** You're already experiencing some great depth in your life – excellent work! Now, keep building on that.

**81-100:** Celebrate this and keep going! Creating depth never stops, and there's always another area to improve in and focus on.

## WHERE TO FOCUS...

Identifying the areas where we want to achieve more depth and defining our priorities is the next step in successful goal setting.

**INSTRUCTIONS:** Review your Depth Chart and choose two or three areas where you want to set goals. Scattering your attention in too many directions is unproductive. Focusing on two or three areas will lead to more success. Consider some of those spaces where you scored the lowest – those will help you see your gaps and some new opportunities. Also, focus on where growth is most important to you. What are you passionate about, and what gets you out of bed in the morning?

**Write the two or three areas you want to focus on below:**

1.

---

2.

---

3.

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## NOW, IT'S TIME FOR GOAL SETTING...

Now that you've identified the areas you want to focus on, let's set some goals. We begin this process by stating what outcome we want and why that outcome matters to us. We must paint a vivid picture of what our destination looks like, and even more important, that we define WHY we want to get there and how it will make us feel.

Part of making our goals clear requires us to make our goals S.M.A.R.T. What's a S.M.A.R.T. goal? It's a goal that is:

- **Specific:** Well-defined and clear – you know what the goal is and what success looks like
- **Measurable:** Includes the ability to measure progress towards completion of the goal
- **Achievable:** Attainable, not impossible to achieve, but should stretch you a bit as well
- **Relevant:** Aligned with your WHY, purpose, and passions
- **Timely:** Includes a clearly defined time-line, with a starting date and a target date

With our S.M.A.R.T. goal in mind, we need to consider the DO and the WHO required to make our goal a reality. First, what do we need to DO – as in, what actions do we need to take right now to start moving toward our goal? When you're thinking about your goals, looking out one year can be challenging. That long period of time can also promote procrastination. With that in mind, rather than focusing on what you'll do in the next 365 days, break it down into smaller chunks. Focus on ninety-day blocks – about three months – and create actions that you can accomplish over that shortened amount of time.

Finally, consider WHO is going to hold us accountable? A spouse, a friend, a mentor, or someone on your team - all of those are great options, as long as they have nagging rights and there is zero cost of honesty when they push us or call us out. Accountability only works when we are open to receiving it.

# YOU'RE READY! LET'S GO!

## INSTRUCTIONS (See the example below):

1. For each area you're focusing on, start by writing down what you want and why it matters.
2. Next, create your S.M.A.R.T. goal.
3. Name two things you're committing to do **over the next ninety days** to achieve your goal.
4. Finally, to help ensure you stay on track, write down who will hold you accountable.

## EXAMPLE

**FOCUS AREA:** Friends

What I want: To reconnect with the people who matter to me most

Why it matters: It's important to me to keep my circle of friends strong and relationships healthy

How it will make me feel: Connected, in community, part of something

S.M.A.R.T. Goal: Reconnect with four friends in-person, by mail, or online by March 31, 2022

Action 1: Schedule coffee, lunch, or appetizers with two local friends that I've not seen recently

Action 2: Call or Zoom two friends who are far away that I've haven't connected with recently

Who will hold me accountable: Matt D.

## NOW IT'S YOUR TURN...

**FOCUS AREA 1:** \_\_\_\_\_

What I want: \_\_\_\_\_

Why it matters: \_\_\_\_\_

How it will make me feel: \_\_\_\_\_

S.M.A.R.T. Goal: \_\_\_\_\_

Action 1: \_\_\_\_\_

Action 2: \_\_\_\_\_

Who will hold me accountable: \_\_\_\_\_

# GREAT WORK! KEEP GOING...

## FOCUS AREA 2:

What I want: \_\_\_\_\_  
\_\_\_\_\_

Why it matters: \_\_\_\_\_  
\_\_\_\_\_

How it will make me feel: \_\_\_\_\_

S.M.A.R.T. Goal: \_\_\_\_\_  
\_\_\_\_\_

Action 1: \_\_\_\_\_

Action 2: \_\_\_\_\_

Who will hold me accountable: \_\_\_\_\_

## FOCUS AREA 3:

What I want: \_\_\_\_\_  
\_\_\_\_\_

Why it matters: \_\_\_\_\_  
\_\_\_\_\_

How it will make me feel: \_\_\_\_\_

S.M.A.R.T. Goal: \_\_\_\_\_  
\_\_\_\_\_

Action 1: \_\_\_\_\_

Action 2: \_\_\_\_\_

Who will hold me accountable: \_\_\_\_\_

**WELL DONE!  
YOUR GOALS ARE SET, SO WHAT NEXT?  
HOW DO WE ENSURE SUCCESS?**

**TURN THE PAGE...**

# TWO STEPS TO SUCCESS

We get what we measure, and we achieve the goals we can see. Now that we've defined what we're going to work on for the next ninety days, we're going to commit to two things.

## 1. Keep your goals/action items visible. Three simple ways to do that are:

- Place sticky notes with your goals/action items written on them at home, work, and in your car.
- Create notifications in your calendar each week to help you stay focused.
- Make your goals/action items the home screen on your mobile device so you see them multiple times a day.



## 2. Schedule one time each week, for 15-30 minutes, where you'll check in with yourself/your accountability partners and review your progress. Three questions to ask yourself are:

- What steps did I take in the past week to create forward progress?
- What steps am I going to take in the coming week to move closer to my goal?
- Where am I feeling stuck, and what is one thing I can do to get unstuck?

# MOMENTUM...

Reaching your goals is an exercise in building momentum. Remember, nothing worth doing is easy – the most significant accomplishments take hard work. Some days and weeks, you will make great strides forward. Others will be more challenging, and you may feel like you didn't move toward your goal at all. That's normal. Your focus should be on forward progress.

Use the next ninety days to create some momentum. Then, at the end of the ninety days, review your Depth Chart again and repeat these exercises. Keep working on your existing goals, or pivot and set new ones for the next ninety days. And make sure to enjoy the process and create time to celebrate your wins along the way.

# STAY CONNECTED!

If you're not already subscribed to the Depth Not Width blog, here's your invitation! I'll be sharing encouragement, lessons, and some accountability to help you reach your goals in 2022.

Join me today at [DepthNotWidth.com](http://DepthNotWidth.com) – John

