

2025

GOAL PLANNER



STEP INTO 2025 WITH INTENTION,
ONE GOAL AT A TIME, BY DESIGN.



DepthNotWidth.com

BEFORE WE GET STARTED...

Welcome to the Depth Not Width 2025 Goal Planner! Before we get started, here are some insights on goal-setting...

If you've heard me talk about goals on the Grit Meets Growth podcast or read my thoughts on goal setting in the Depth Not Width blog, you've heard me talk about the difference between New Year's resolutions and true goals. January 1st is the perfect time to reset, reflect on the past year, and set your goals for the year to come. But, unfortunately, most people don't actually set goals.

Instead, they throw things out into the world that are squishy, vague, and unfocused. "I want to lose fifteen pounds" is not a goal. With no strategy, plan, or specific actions you're going to take to back up that desire, it will never be more than a wish. That's why people wander aimlessly, lose steam, and end up giving up on their resolutions – only to repeat the whole process next December with no results. They're not being specific about what they want, why they want it, how it will feel to achieve it, and what it will take to get there. Without those in place, they fail every time.

I do not want you to fail - the same as I don't want to fail.

Seven years ago, when I was sick of failing, I began researching different goal-setting tools and techniques and collecting the best strategies. Over time I developed this Depth Not Width Goal Planner. Today, after multiple revisions, I'm excited to share my tools with you here.

I am going to share with you my strategies for creating:

- Real, tangible goals – not blurry resolutions
- S.M.A.R.T. goals that are detailed and clear
- A plan to achieve your goals based on taking action and accountability
- Ways to tie in your purpose, passion, and emotional fire to your goals

It's time to get started setting your goals. If you still need to take inventory of the past year, I'd suggest using my 2024 Snapshot tool to do that first. Then, after some time spent reflecting on the past year, dive into your 2025 goal setting.

Are you ready? An amazing 2025, where you reach your goals and create results, starts here!



- John Gamades, Founder of Depth Not Width

Get your 2024 Snapshot tool here:



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?

GET FOCUSED...

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

INSTRUCTIONS: Choose two or three areas from your Depth Chart where you want to set goals. Scattering your attention in too many directions is unproductive. Instead, get focused on just a few areas. Consider two or three spaces where you scored the lowest – those will help you see your gaps and 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. _____

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
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IDENTIFYING THE DO AND THE WHO

With our S.M.A.R.T. goals 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? Ask yourself:

- What actions do you need to take right now to start moving toward your goal?
- What habits and small activities will stack up and create results if you do them consistently?

Focus on ninety-day sprints.

Looking out for one year can be challenging when you're thinking about your goals. 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 you can accomplish over that short period.

Finally, consider WHO is going to hold us accountable. Ask yourself:

- Is it a spouse, a friend, a mentor, or someone on your team?
 - Do they have nagging rights with zero cost of honesty when they push us or call us out?
 - If they call me out, will I be open to their feedback?
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NOW YOU'RE READY! LET'S GO!

Using the example below, it's time to start setting your goals.

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, 2025

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: _____

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: _____

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: _____

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: _____

YOU'RE ALMOST THERE! HERE'S ONE LAST CHALLENGE TO CONSIDER...

WHAT WILL YOUR MISOGI BE?

The Misogi concept is simple... do one thing each year that defines that year. I first learned about the Misogi from Jesse Itzler. As he shared, "The notion around the Misogi is you do something so hard one time a year that it has an impact the other 364 days." He continues, "Put one big thing on the calendar that scares you, that you never thought you could do, and go out and do it."

The Misogi Challenge focuses on three main areas:

- **The Misogi should push your limits.** Whatever your Misogi goal is, there should be a 50/50 chance that you will succeed.
- **The Misogi should scare you a little bit.** Whatever you choose for your Misogi should create a some fear.
- **Your Misogi is for you, not anyone else.** The whole point of the Misogi experience is to learn about yourself.

Here's where I challenge you one last time...

What will your 2025 Misogi be?

To answer this, Ask yourself these three questions:

1. What's something I've always wanted to try but keep putting off?
2. What's an area in my life where I want to challenge myself and my limits?
3. What's an opportunity that I've resisted because it scares me?

Now, write it down:

MY MISOGI CHALLENGE

What I want: _____

Why it matters: _____

How it will make me feel: _____

S.M.A.R.T. Goal: _____

**WELL DONE!
YOUR GOALS AND YOUR MISOGI ARE SET.
NOW, HOW DO WE ENSURE SUCCESS?**

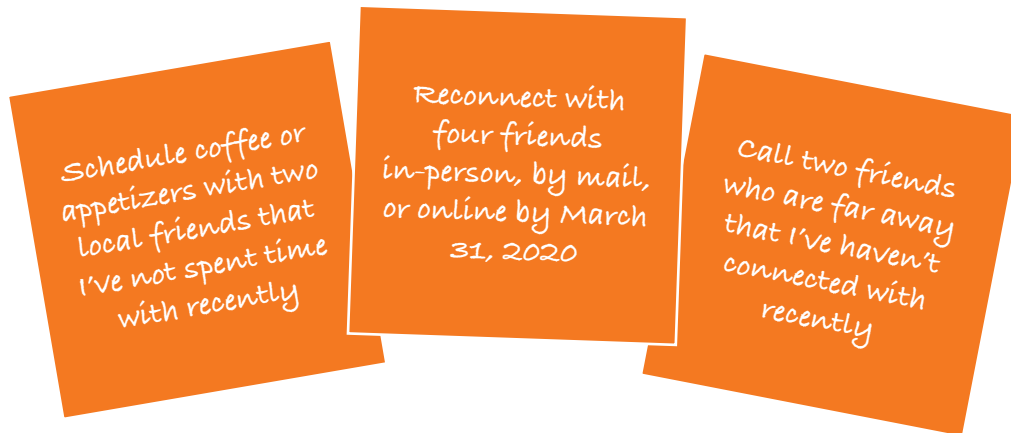
TURN THE PAGE...

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. 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 personal invitation! I'll be sharing encouragement, lessons, and some accountability to help you reach your goals in 2025. Join me today at DepthNotWidth.com

Ready for more? Check out my two new books, *Living Life Daily*, and *Living Life Daily: Unlocking Your Purpose* on Amazon using these links.

Let's make 2025 amazing!

