



MEDIA RELEASE – IMMEDIATE DISTRIBUTION

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**TITLE: Set a goal and take control.**

*Award winning speaker, coach and mentor Reem Borrows shares her top tip for gaining laser-like focus in 2022.*

One week into January, and many of our new year resolutions are already out the window, and fair enough; it's easy to feel confused, jumbled, and lacking in direction after the summer holidays let alone during COVID. The best way to get in the zone and regain balance and laser-like focus is to articulate your goals with clarity.

With over 20 years' experience I work closely with many high-level executives across multiple sectors. What I love about January goal setting is the clean slate and fresh start. Writing down your goals provides for accountability and a reference point throughout the year. The trick is, don't just plan for this year, plan for the next five years.

Any of your goals are achievable. All you need is a pen, a calm environment, and some paper to take the first step. Follow these steps and I promise you will already be closer to what you want to achieve.

1. Day Dreaming.

Get two empty pages, one for personal goals and one for professional/business goals. Write down all the things you can think of that you would like to experience and achieve for each page in the first column.

2. Find Your 'Why'.

Look at each of your goals and ask, "why did I choose this?". This will help you find the purpose of accomplishing that objective.

3. Refine Your Goals.



After identifying what you want to accomplish and why you want to accomplish them, the next step is to make your goals more actionable.

4. Break It Down.

The purpose of this step is to decide what is most important, allowing you to focus all your energy on only the activities that will help you reach your goals.

5. Take Inspired Action.

Break your goals into smaller steps and figure out what actions need to be taken on a yearly, quarterly, monthly, weekly, and then daily basis. Reduce it all down to the lowest common denominator.

Once you have followed these steps, you will have the basis of a clear plan for the year and would have sorted out your priorities.

*About Reem Borrows:*

*Awarded Australia's best corporate trainer in 2020, Reem Borrows is a renowned speaker, coach and mentor with over two decades of experience developing high-level executives, teams and individuals.*

*Reem has an extraordinary ability to break down seemingly complex ideas into simple structures. These structures can be approached one at a time, creating effortless, achievable flow.*

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For more information or to request high-res images please contact Freddie Fletcher at POPCOM on [freddie@popcom.com.au](mailto:freddie@popcom.com.au).