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As you can imagine being a Life Coach I often get asked by clients for help with goal setting. In fact it's not unusual for a client to want to hire me purely to help with goal setting alone. Whereas I'm not completely averse to this, it isn't something that I encourage or work that I seek out.

Setting goals without knowing and understanding what your core values are is a bit like jumping out of a plane unsure if you are wearing a parachute or your buddies back pack. Sure everything may turn out right, but do you really want to take the risk?

Most people have goals in some way shape or form. They may not be written or even well formed goals and they may be something as simple as getting a promotion at work, but they are goals nevertheless.

However, what few people do is drill down further to uncover what their core values are so that they can then align their goals with the values.

In my opinion this is a crucial and often misunderstood element of Life Coaching and self-development in general, and it is an area that people come unstuck, sometimes without even realizing why.

Think of any goal that you currently have and ask yourself the question, "why do I want that goal?"

No matter what the answer is that comes back, ask yourself the same question again. And then ask it again and again and again, until you cannot go any further and you come to one of your core values.

Examples of core values maybe: peace, freedom, integrity, legacy, significance, spirituality, love, family, security etc.

If you never come to a core value, then you are aiming for the wrong goal because your core values are the things that drive you and motivate you. In fact I would go as far as to say, your core values ARE you.

Hopefully, that isn't the case and you didn't get stuck on something as shallow as money or fame (not values by the way) and you did indeed end up at a core value. Whatever that value is, does it motivate you when you think about achieving it?

If you are anything like my Life Coaching clients then the answer will be an emphatic yes! The thought of achieving your goal and aligning with whatever value that goal gives you is incredibly motivating.

And that is the point of this exercise. Any tough goal will require that you push yourself that bit harder from time to time. Few big goals go totally smoothly and we usually encounter the occasional setback, it's just part of life.

Therefore, if during those times you can turn your focus to your values, you will be more likely to push through. Let's suppose you have written a cracking book and are trying to get a publishing deal.

Focusing on all the work you need to do will probably demotivate you and even focusing on the

money you may make will not motivate you in the long-term.

However, on the days when all you seem to hear is “no” if you focus on making a positive difference in peoples lives (significance) or making your kids proud (legacy and/or family) you are exponentially more likely to push on through.

If you know your core values and align them accordingly I guarantee goal setting will be easier for you.

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[Tim Brownson](#) - About Author:

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