

# The Law of Diminishing Intent

Take a moment to think back to the last time you stumbled upon a fabulous idea. Maybe this new concept was related to your profession or maybe it had more of a domestic spin to it. Regardless of the idea, the all-important question is whether you followed through with your plan. I would bet that you achieved some of your initial goal but that your progress stalled somewhere down the line.

What happened? Was it that you were too busy to get your idea off the ground? Perhaps there was a major change in your life that had you side-tracked.

A classic example of the effect of momentum and time on your goals unfolds every year on New Year's Day. January 1st is a time of new beginnings. On this day, we are highly motivated to put negative thoughts, habits, or character flaws behind us. We commit to change and dutifully begin to follow our resolutions. Perhaps we start a new exercise regime, decide to establish a new work ethic or to implement an organizational plan. Despite these good ideas, the rest of our lives eventually get in the way and we fall back into our old routine a few months (or weeks or even days!) later. When it's all said and done, we chalk it up to a good try and resume our old ways.

What does it take to move forward with a new plan -- to make sure nothing stands in the way of our success? When you want to start something new, be sure to ask yourself whether you really want to accomplish your goal in the first place. It is possible that, subconsciously you are sabotaging your success even before you start? It could be that in the back of your mind, you might already know that you don't have the infrastructure in place to maintain your success once the task is completed. The first thing you must determine is whether you have what it takes to finish such a task. You also need to identify whether the result will ultimately improve your situation.

Once you have decided that your goal is indeed one you want to achieve, it is imperative you take action. You need to get the ball rolling while you are still excited and motivated; before your attention is drawn to different areas.

The sooner you put your plan into action, the more likely you are to achieve your goals. It also makes sense to start your quest in logical order to make sure you are pursuing your goals in the best possible order. Remember to establish milestones so that you can mark your progress and remain motivated to reach your goal.

