



The Super Bowl: Setting & Reaching Goals



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Last month the Kansas City Chiefs faced off against the Philadelphia Eagles in the biggest game of the year: The Super Bowl. The Chiefs had an opportunity to do something that had never been done before, win their third consecutive Super Bowl. The Philadelphia Eagles, on the other hand, had a chance at redemption after falling to the Chiefs in 2023. It was no accident that these two teams arrived at this destination again. To achieve this level of excellence, an organization and the individuals involved need to execute on strong goal setting; something we can take note of.

In all aspects of our lives, it is important to take the time to set measurable goals. For the Chiefs & the Eagles, that goal was a return to the biggest game of the year. While we may not all have our sights on something as large as the Super Bowl, we can model our goal setting in a similar method. Whether your goals are personal, professional, financial, or something else entirely, the SMART method can be applied to help you achieve these goals.

- **Specific** - The goal should clearly define what you hope to achieve
- **Measurable** - A goal should have a clear and defined metric
- **Achievable** - It should be challenging, but attainable
- **Relevant** - Goals should align with current aspirations
- **Time-bound** - Setting deadlines can provide the motivation by creating a sense of urgency

So you've set your goals, what now? There are a few important things to keep in mind during your work towards your goals. Having an action plan is a great first step - having specific steps you can take to achieve the given goal. The Eagle's identified a gap in their roster after the 2023 season and pursued adding Saquon Barkley to help them reach their goal. Goals are fluid, and throughout your progress to achieving them, it is important to track progress - like the Chiefs or Eagles watching their record and player health throughout the season. Importantly, once your goals have been met, reward yourself and celebrate the milestone. It might not have to be a trip to Disney World but be sure to give yourself the positive reinforcement for creating a plan, sticking to it, and winning your own personal Super Bowl.

If you're struggling to define and achieve your financial goals, our experienced team at HFS Wealth Advisors can help you develop a personalized financial plan tailored to your unique needs and objectives. We believe in helping you achieve your goals for your life, loved ones, and legacy.

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