

// MOVE FWD

2025 Goal Planning Guide

By Greg Bowles & Chris Lang



Introduction

More people than ever are ditching goal planning, and honestly, it's for good reasons. New Year's resolutions often feel like January resolutions—great at the start but rarely finished. If that resonates with you, this guide is for you.

We've all been there—starting new ideas, goals, and plans feels like opening a big present on Christmas morning—exciting at first but often fleeting.

What if you could shift from being a chronic starter to a chronic finisher? Imagine finishing every goal you start. What would that mean for your life? Would you be healthier, write that book, or grow your company? Take a moment to picture what success looks like for you.

This guide is designed to set you up for success in achieving your goals. It focuses on three essential phases:

Phase One: The Big Picture - Your Year at 30,000

Phase Two: Your Month - Lead Goals That Set Your Direction

Phase Three: Daily Actions

Each phase includes three simple steps to take you from starting strong to finishing even stronger. *Let's get started!*

Vision — Understanding your "why."

Alignment — Defining your "how."

Execution — Taking action with purpose.

How Big Should You Aim?

Most of us can accomplish more than we think, often faster than we imagine. This guide is a great starting point, but the most successful clients combine it with monthly accountability through our coaching program.

When goals fall short, it's usually for one of these reasons:

1. The goal wasn't right or at least not "right for you".

One year, I set a goal to wake up at 5:00 am because I heard it was what "successful people" do. But I hate early mornings and love staying up late. I failed until I adjusted it to 5:45 am Monday through Friday. A good goal fits you.

2. You didn't really care.

Sometimes, we set goals we think we should want but don't truly care about. For example, I once aimed to color-coordinate my shirts in my closet. It looked great for a week, but I realized I didn't care enough to maintain it. Your "why" matters.

3. Poor planning.

Often, I've failed because I didn't follow through on planning and execution. Success demands strategy and consistency. This is where coaching is helpful. To identify gaps in your plan, make necessary adjustments, and maintain accountability to stay on track.

**Courage is being scared,
but choosing to move forward anyway.**



Phase One: The Big Picture - Your Year at 30,000

Step 1: Vision

This step is about dreaming on where you want to be 365 days from now! It can take 1-2 days to complete. It's about clarifying what you want to achieve and envisioning your life 12, 24, or 48 months from now. **Who** do you want to be? **Where** do you want to be? Invest time here—it will pay off all year long.

Step 2: Alignment

Reflect on what you want to achieve by exploring five key areas of your life. Dream big and reflect deeply. Here are the five areas to focus on:

- **Faith:** What beliefs ground and inspire you? How can you grow spiritually or reflect more on your purpose?
- **Family:** What kind of parent, sibling, or partner do you want to be? How can you strengthen your relationships?
- **Finances:** Where do you want to be professionally and financially? What milestones do you want to reach?
- **Fitness:** How will you prioritize your health—physically, mentally, and emotionally?
- **Friends:** Who supports your success? How can you build or deepen connections?

Start with 3-4 big goals for each area. As you proceed, narrow it down to 2-3.

Step 3: Execution

Share your goals with a coach or trusted friend who provides constructive feedback. Be selective about who you share with—not everyone will understand or support your ambitions. Choose 2-3 goals per area that excite you the most, and write them down. You're ready for Phase 2.

Fear is a feeling not a fact.



Phase One - By the end of the year:

FAITH

- 1 _____
- 2 _____
- 3 _____

FAMILY

- 1 _____
- 2 _____
- 3 _____

FINANCES

- 1 _____
- 2 _____
- 3 _____

FRIENDS

- 1 _____
- 2 _____
- 3 _____

FITNESS

- 1 _____
- 2 _____
- 3 _____

"Whether you think you can, or you think you can't, you're right."

- Henry Ford



Phase Two: Monthly Actions

Step 1: Vision

This step involves breaking down your annual goals into actionable monthly plans. Annual goals are lag goals—you see results later. Monthly goals, or lead goals, focus on actions that drive progress toward those results.

Step 2: Alignment

Plan your monthly steps 2-4 days before the start of each month. Look at your schedule and adjust for commitments like vacations or seasonal challenges. For example, if your goal is to run 40 miles in February, plan for bad weather by splitting the distance between outdoor and indoor runs. Adaptability is key.

Step 3: Execution

Document your monthly goals in a format you'll see daily, such as a spreadsheet or planner. The biggest obstacle to achieving goals isn't inability—it's forgetting them amid daily distractions.



Phase Two - Monthly Action Guide

	ACTION	NO.	TRACKER															
FAITH																		
FAMILY																		
FINANCE																		
FRIENDS																		
FITNESS																		



Phase Three: Daily Actions

Step 1: Vision

Daily actions are the small steps that move the needle toward your goals. If the big-picture dreaming of Phase 1 felt abstract, this phase will ground you in tangible progress.

Step 2: Alignment

Plan your daily actions the night before. Identify 2-3 critical tasks that will have the most significant impact on your goals. Focus your energy there.

Step 3: Execution

Use a daily planner to track your top tasks, notes, action steps, and other important metrics. Consistency in small, focused actions leads to big results.

Discipline = Freedom



DAILY PLANNER

DATE

S

M

T

W

T

F

S

6:00

7:00

8:00

9:00

10:00

11:00

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13:00

14:00

15:00

16:00

17:00

18:00

19:00

20:00

21:00

22:00

23:00

TOP 3 PRIORITIES

-
-
-

REMINDER

NOTES

DAILY AFFIRMATIONS

FOR TOMORROW

Ready to Move Forward?

Whether you're looking to finish strong on your goals, grow your business, or pursue personal growth, Move Fwd is here to help. With coaching, speaking, and marketing services tailored to your needs, we'll guide you every step of the way. **Your path forward starts here!**

Coaching | Speaking | Marketing



Greg Bowles

With a deep understanding of the ups and downs of leadership and business growth, Greg is here to help you "move fwd" with clarity and purpose. His passion is helping leaders find balance and success in every area of life. Greg knows firsthand how challenging the journey can be but firmly believes there's always a path forward. Certified coach in "Unreasonable Hospitality," "Small Business Height Plan" and "Coaching for Performance".



Chris Lang

Chris knows the power of resilience and storytelling. Raised in extreme poverty as Cherokee in Oklahoma, he transformed his challenges into opportunities, building a diverse range of successful ventures—from apparel to wine—generating over eight figures in revenue. Today, he's committed to helping entrepreneurs find their unique voice and move forward with confidence. Chris believes that with the right story, every dream can become a reality.

LET'S TALK!

Schedule your FREE 30-minute consultation today at greg@movefwd.co

GET IN TOUCH