FREE WORKBOOK · ZOYA MUBARAK



The Year-End Self-Audit

Why last year's goals did not happen, and a research-backed map for setting this year's goals and actually executing them.

GOALS | 60–90 MINUTES | PRINTABLE

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READ THIS FIRST

You did not fail last year. Your plan did.

Most people end the year with the same list they started it with, and quietly decide they are "just not disciplined". That conclusion is wrong, and it is expensive. Goals rarely die from laziness. They die from bad design: too vague, too many, built on motivation instead of a system, and set by a version of you that never changed underneath.

This audit does three things. First, it shows you exactly what happened to last year's goals, without shame. Second, it diagnoses why, using what research on goal pursuit actually shows. Third, it hands you a precise map for setting this year's goals and executing them week by week.

> WHAT THE RESEARCH SAYS
>
> People who make a clear resolution are far more likely to change than people who only "want to": in one well-known study, 46% of resolvers were still succeeding six months later, against 4% of people who simply wanted to change (Norcross et al., 2002). Writing your goals down is not the problem. Designing them badly is.

How to use this audit

- Give it one quiet evening, 60–90 minutes, phone in another room.
- Answer honestly, not impressively. Nobody else will read this.
- Do the parts in order. Part 5, the Goal Map, only works if Parts 1–4 are done.
- Keep it. Reread it on the first day of every month.

PART 1

What actually happened

List every goal you set for last year, including the ones you forgot about by February. Score each one honestly.

GOAL I SET	WHAT ACTUALLY HAPPENED	% DONE	THE REAL REASON (ONE LINE)

The goal I am most disappointed about:

What I told myself every time I did not work on it:

If I am completely honest, the feeling I was avoiding was:

PART 2

Diagnose why it did not happen

Tick every reason that applies to your most important unfinished goal. Read the note under each one: it tells you what to change this year.

- [ ] It was too vague.
  "Get fit" or "grow my business" gives your brain nothing to do on a Tuesday. Specific, difficult goals outperform "do your best" goals.
- [ ] I had too many goals.
  Every extra goal competes for the same attention and willpower. Three is the maximum this year.
- [ ] I never decided when and where.
  If-then plans ("When it is 7 am, I will…") make follow-through far more likely than good intentions alone; a meta-analysis of 94 studies found a medium-to-large effect (Gollwitzer & Sheeran, 2006).
- [ ] I relied on motivation.
  Motivation is a visitor, not a resident. Systems, routines and environment do the heavy lifting.
- [ ] I quit after one bad day.
  The "what-the-hell" effect: one slip turns into "I already ruined it". The rule this year: never miss twice.
- [ ] The goal was not really mine.
  Goals chosen for approval, comparison or pressure are dropped first. Goals tied to your own values last (self-concordance research).
- [ ] My identity did not change.
  You kept seeing yourself as the old person, so you behaved like her. Behaviour follows self-image.
- [ ] My environment worked against me.
  The phone on the pillow, the people who mocked it, no space to work. Change the room, not just the resolution.
- [ ] I did not track anything.
  What you do not measure quietly disappears. Weekly reviews are the difference between a wish and a plan.
- [ ] I framed it as stopping something.
  Goals to start something (approach goals) are kept more often than goals to stop something: 58.9% vs 47.1% in a 1,066-person study (Oscarsson et al., 2020).
- [ ] I was afraid of what success would cost.
  Visibility, judgment, outgrowing people. Fear of success looks exactly like procrastination.

My top two reasons, in my own words:

PART 3

Wins and lessons you have not counted

Your brain remembers failures in detail and wins in a blur. Fix the record.

Five things I did last year that I am proud of (big or small):

A hard moment I survived, and what it proved about me:

Three lessons I am taking into this year:

STOP DOING	START DOING	KEEP DOING

PART 4

Your life, scored

Score each area from 1 (neglected) to 10 (thriving) as it is today. Then write what a 10 would look like. The lowest two scores usually hold the most leverage.

AREA	SCORE 1–10	WHAT A 10 LOOKS LIKE FOR ME
Self-respect & confidence		
Health & energy		
Money & independence		
Career / skills / studies		
Family & relationships		
Faith & inner peace		
Friendships & environment		
Fun & rest		

The two areas I will focus on this year:

PART 5

The Goal Map

Maximum three goals. One page each. This map combines three tools with strong research behind them: specific goals, WOOP (mental contrasting: imagining the outcome and the obstacle, developed by Gabriele Oettingen) and if-then plans.

01 Goal 1

STEP	YOUR ANSWER
Wish The goal, specific and measurable, starting with a verb	
Why it is mine The value it serves, not the approval it brings	
Outcome The best result, felt in detail: what changes in my life?	
Obstacle The main obstacle inside me (a feeling, habit, belief)	
Plan If [obstacle], then I will [action]	
Identity “I am the kind of person who…”	
Weekly lead action What I do every week, fully in my control	
When & where Day, time, place	
Proof by 90 days The milestone that shows it is working	

02 Goal 2

STEP	YOUR ANSWER
Wish The goal, specific and measurable, starting with a verb	
Why it is mine The value it serves, not the approval it brings	
Outcome The best result, felt in detail: what changes in my life?	
Obstacle The main obstacle inside me (a feeling, habit, belief)	
Plan If [obstacle], then I will [action]	
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Weekly lead action What I do every week, fully in my control	
When & where Day, time, place	
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Proof by 90 days The milestone that shows it is working	

PART 6

The execution system

A goal is a decision. A system is how you keep it on the days you do not feel like it.

1. Think in 12-week sprints, not 12 months

A year is too far away to feel urgent. Break each goal into four 12-week sprints, each with one clear milestone.

GOAL	SPRINT 1 (WEEKS 1–12)	SPRINT 2	SPRINT 3	SPRINT 4

2. Expect it to take longer than a few weeks

In a real-world study of habit formation, a new daily behaviour took on average 66 days to become automatic, with a range from 18 to 254 days (Lally et al., 2010). If week three feels hard, nothing is wrong with you. You are in the middle.

3. Never miss twice

Missing one day is human. Missing two is the beginning of the old pattern. Decide now what your "minimum version" is for bad days: ten minutes, one page, one call.

4. The 15-minute weekly review (every Sunday)

- What did I do this week for each goal? (Facts, not feelings.)
- Where did I avoid, and what was I avoiding feeling?
- What is my one most important action for next week, and when exactly will I do it?
- What will I do differently, starting tomorrow?

5. Change your environment before you change yourself

Phone out of the bedroom. Workspace ready the night before. Tell one person who will ask you about it. Unfollow what makes you feel behind.

PART 7

A letter from the end of this year

Write as yourself, twelve months from today, after keeping your promises. What does your life look like? How do you speak? What are you proud of? What did it cost, and was it worth it?

My commitment

I, _____, commit to my three goals and to my weekly review. When I miss a day, I will not miss two.

Signature _____ Date _____

BEFORE YOU CLOSE THIS

You now know exactly why last year slipped and exactly what to do differently. The only thing left is the part most people skip: doing it every day for 90 days, when nobody is watching. The Personalized 90-Day Journal is built for exactly that. Turn the page.

YOU HAVE DONE THE FIRST PART. DON'T STOP HERE.

You have the map.
Now get a journal written around it.

This audit showed you your patterns, your reasons and your goals. The Personalized 90-Day Journal turns exactly that into daily pages written for you, so the next 90 days do not look like the last 365.

MADE FOR YOU, NOT FOR EVERYONE

Personalized 90-Day Journal

You answer a deep questionnaire about your routine, mindset, situation and goals. We write a 90-day journal around your answers: your patterns, your pace, your goals.

- Daily prompts written for your life, not a generic template
- A routine and habit tracker built from your real day
- Day 30, 60 and 90 check-ins so you finish what you start this time

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