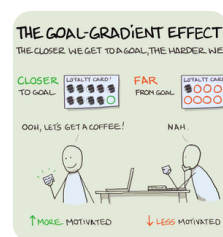


How to use Finish Line Fridays to make progress on your goals

The closer you are to completing your goal, the more motivated you are to get to the end (the goal gradient effect).

Finish Line Fridays borrows brilliance from this idea to help you build momentum and make progress towards your goals by creating smaller, weekly finish lines.



[Quick read](#)



[Deeper Dive](#)

How to create your own Finish Line Fridays

Pick one goal that you want to make progress on

What would meaningful progress on your goal look like in a month? It could look like a decision, progress on a project, or learning something new.

Break your goal down into four smaller actions to complete by each Friday

Start by writing down something you've already done towards your goal, so you begin with motivation, rather than a blank page. Keeping your actions visible in one place can help the finish line feel closer and motivate you to keep going.

Decide when the work will happen

Add your weekly finish line actions into your diary. A small, protected block of time can help stop work on your goals being deprioritised by emails, meetings or admin.

When you finish each action, tick it off and choose the next one at the same time so momentum keeps moving from one week to the next.

Try sharing a finish line together as a team

Lots of goals at work are shared, and making progress with other people can help you stay motivated and keep momentum going. Try choosing one shared goal with your team and agree what progress should look like by each finish line Friday.

AI prompt to try

Loyalty cards feel motivating because every new stamp makes the finish line feel closer. Try asking AI to create something similar for actions towards your goal.

Inspired by loyalty cards, create a simple, visual finish line focus scorecard for me based on the goal gradient effect, where visible progress towards a finish line increases motivation. My goal is [GOAL] to complete over four Fridays. Include four weekly finish lines, space to add actions, and a visual way to track progress and tick off completed actions. Keep it easy to update each week.