



INSIGHT
EQUINE

Setting the **Direction** for 2026

Insight tools to begin your year with
clarity, intention, and self-belief.

www.theinsightstudio.co.za

SETTING GOALS

Insight Equine believes that setting goals is more than just ticking boxes; it's about creating a clear direction for yourself and your life. This workbook is designed to give you the skills and tools to set real and achievable goals, helping you define what you truly want to achieve and start moving confidently towards it.

Riding, like life, is about balance, focus, and momentum. Just as you would guide a horse step by step, this workbook will help you break down your big goals into manageable actions, keeping you motivated and on track. It's about creating a roadmap that makes your journey exciting, achievable, and rewarding, and encourages you to be excited about life, eager to grow, and keen to develop yourself every step of the way.

Most importantly, this workbook is here to support you in sustaining your progress. The intention is to nurture your growth, celebrate small wins along the way, and help you stay aligned with your vision and values, so you can shine, reach your full potential, and embrace every opportunity life has to offer, both in the saddle and beyond.

WHY DO I WANT THIS?

Setting goals is only one of the steps. But understanding why you want them is what makes them meaningful and sustainable. As Simon Sinek famously says, "Start with Why." When we are clear about what truly drives us, our goals become more than a to-do list; they become a reflection of who we are and what we value.

Willpower alone is rarely enough. External pressure, habits, or fleeting motivation can get us started, but to keep going when things get tough, our motivation must be intrinsic; it must come from within. It needs to be aligned with our values, our vision, and the version of ourselves we want to become. We have to genuinely believe in it, not just intellectually, but with our heart and mind.

Your "why" can be messy. Sometimes it comes from a desire to prove something, sometimes it's about others, and sometimes it's about healing or growing past challenges. That's okay. Acknowledging the complexity of your motivation is part of being honest with yourself.



WHAT IS MY WHY:

What is driving me to achieve this goal?

Is this motivation coming from within, or am I doing it to please or impress someone else?

Which part of me is most connected to this goal; my growth, my joy, my courage, my curiosity?

WHY DOES YOUR WHY MATTER

Understanding your why makes your goals personal, powerful, and lasting. When your actions are rooted in something you truly care about, every small step forward builds momentum and confidence, turning effort into progress and progress into lasting achievement.

THE OUTCOME

Goals are often outcome based, with an end goal in mind. This is how we have been taught to set goals. It is important to know what the end goal is and ensure the goal is measurable and attainable. What happens though as we end up not reaching these goals, because we have hyper fixated on the outcome.

Outcomes serve as a guide: they tell us what we are aiming for and give our efforts purpose. Without them, we might lack focus or motivation. However, when we make the outcome the only thing that matters, every small misstep feels like failure. Focusing too much on the end result can create unnecessary stress and set up a negative feedback loop that actually works against your goals.

When we obsess over outcomes, every step of the journey becomes a test. If things don't go perfectly, we feel disappointment or frustration. This can spiral into self-doubt, decreased motivation, and a sense that we're "failing," even when we're making progress. The harder we try to control the outcome, the more pressure we feel, and the more difficult it becomes to take action. Over time, this creates a negative feedback loop: stress → self-doubt → less effort → slower progress → more stress.

The key is to shift focus from outcomes to the process. By celebrating effort, learning, and small wins, we stay motivated, build resilience, and create momentum. The process becomes the reward, and results naturally follow.

CAMERA LENSE OF PERSPECTIVE

The Camera Lens Approach teaches us to view our goals from different perspectives, zoomed out, zoomed in, and somewhere in between; so we can see the full picture. The big picture lens keeps us connected to our vision and values, reminding us why the goal matters. The medium lens focuses on strategy, helping us plan a realistic pathway without getting lost in daydreams or overthinking. The zoomed-in lens hones in on the nitty-gritty daily actions and habits that turn plans into results. Developing the skill to shift between these lenses ensures balance: we stay motivated by the vision, grounded by strategy, and consistent through small, meaningful steps. It helps us avoid getting stuck in one phase and keeps our journey toward success aligned, manageable, and intentional.

THE BIGGER-PICTURE

This is your vision and values lens. Does my WHY align with who I am and what I value? Our goals must be meaningful and connected to your bigger life purpose. The bigger picture might look like wanting to compete at the top level of your chosen discipline, or be able to hold a specific position at work.



ZOOM OUT

This exercise helps you clarify your vision and values so you can understand your bigger-picture goals and ensure your actions consistently align with them.

Describe your vision and values in one sentence.

What are my bigger picture goals?

Ask yourself: How do these goals contribute to my growth and long-term vision?

THE MIDDLE GROUND

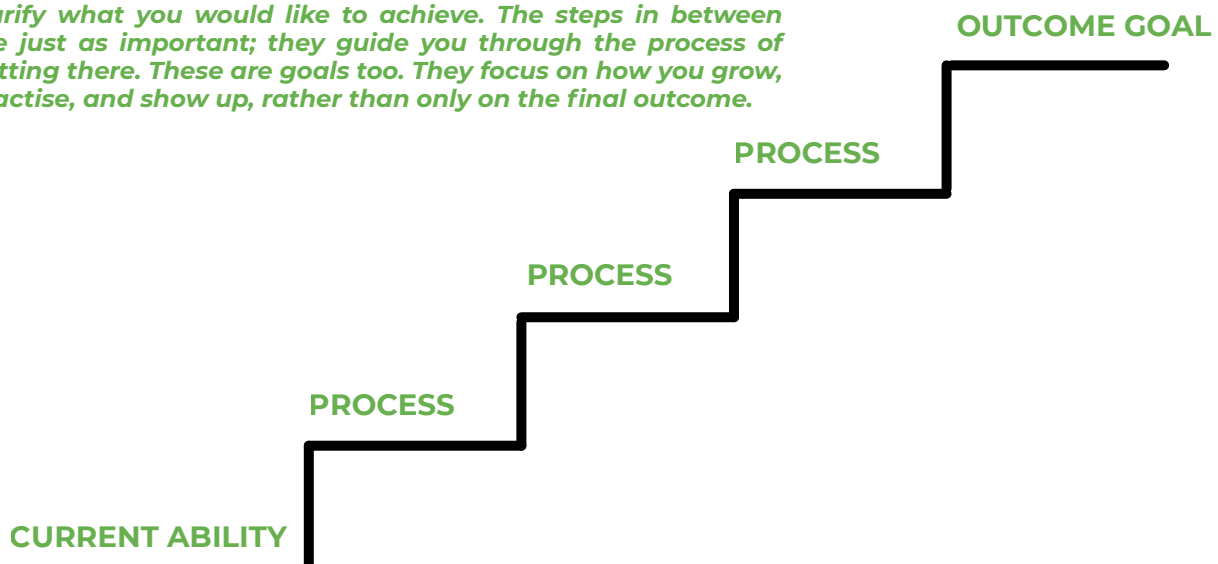
Once you've defined your big picture, it's time to focus on the middle ground; the plan and pathway. This is where strategy comes in. Your strategy is essentially the bridge between your vision and the everyday actions that will get you there. It's about identifying the milestones, priorities, and approaches that make your goal achievable.

Breaking your goal into strategic steps helps you stay organized and reduces overwhelm. It's where you decide what needs to happen first, what can wait, and which actions will have the biggest impact. A good strategy keeps your progress measurable and realistic, giving you a roadmap to follow instead of leaving you stuck or scattered.



SETTING THE STRATEGY

Use the steps below to assess where you are right now and clarify what you would like to achieve. The steps in between are just as important; they guide you through the process of getting there. These are goals too. They focus on how you grow, practise, and show up, rather than only on the final outcome.



THE DETAIL

Once your big picture and strategy are clear, it's time to get up close and personal with the daily actions, habits, and small steps that make your goals achievable. This is the zoomed-in lens; your "nitty-gritty" view, where consistency and attention to detail matter most.

Focusing on the fine details helps you turn plans into reality. It's where goals become tangible through small, deliberate actions. These are the things you do every day or every week that steadily move you forward, like practicing a specific skill, following a routine, or tracking progress. Without attention to the nitty-gritty, even the best strategy can stall.

The risk of getting stuck here is losing sight of the bigger picture. It's easy to get so focused on completing daily tasks that you forget why you started or how each small step contributes to your overall goal. Zooming in is essential, but it must always stay connected to your medium and big picture lenses.

THE 1% RULE

Focusing on the smallest, daily actions can create significant change over time. The goal isn't perfection or obsessing over every tiny detail; it's about identifying small, meaningful shifts that move you closer to your goals. Tiny, consistent improvements, sometimes called "1% improvements", may feel almost invisible in the moment, but they compound into remarkable results when practiced consistently.

The zoomed-in lens helps you notice opportunities for adjustment and growth without getting lost in the minutiae. It's not about doing everything flawlessly; it's about making small, intentional changes that, over time, align with your strategy and big-picture vision. By focusing on progress rather than perfection, you build momentum, confidence, and resilience.



ZOOMING IN

Identify tiny, intentional daily actions; your 1% improvements, that move you toward your goals while building momentum, confidence, and resilience, and list the areas where you want to apply them.

WANT TO LEARN MORE?

We would love to continue on your journey of growth with you!

CONTACT US

 www.theinsightstudio.co.za

 info@theinsightstudio.co.za

 **076 149 5830**