



INTENTIONAL GOAL SETTING



Double Diamond Method

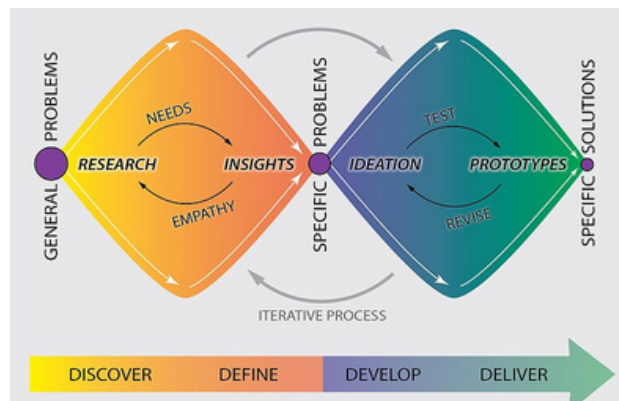
Setting meaningful goals requires clarity, adaptability, and reflection. The Double Diamond Model is a powerful tool that helps leaders and entrepreneurs navigate challenges, refine their vision, and take intentional action toward sustainable success.

◆ What is the Double Diamond Model (British Design Council)?

The Double Diamond Model is a problem-solving framework originally developed for design thinking, but it applies perfectly to leadership, entrepreneurship, and goal-setting. It follows four key stages:

1. Discover (Diverge): Expand ideas and gather insights.
2. Define (Converge): Focus and refine your goals.
3. Develop (Diverge): Explore solutions and iterate strategies.
4. Deliver (Converge): Implement, reflect, and adapt.
5. Repeat the Cycle: Once a goal is implemented, new challenges, insights, or opportunities may arise.

The cycle doesn't end, it evolves! Use what you've learned to revisit earlier stages and refine your direction.



Step 1: Discover – Expanding Your Vision

Before setting a goal, explore possibilities, insights, and potential challenges.

✏ Exercise: Idea Exploration

- What is the big-picture challenge or opportunity you want to work on?
- What does success truly look like to you?
- What assumptions might be limiting your thinking?

Try This: Brainstorm 10-15 ideas related to your goal. Even the wild ones!

Goal-setting isn't a straight path—it's a cycle of learning, refining, and growing



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Step 2: Define – Refining & Focusing

Narrow down your ideas into a clear, actionable goal.

Exercise: The Clarity Filter

- Which idea aligns best with your values, vision, and priorities?
- Does this goal challenge you but still feel achievable?
- What resources, skills, or support do you need to make this work?


Action Step: Write down your refined goal in one sentence.

Step 3: Develop – Exploring & Iterating Solutions

Expand possibilities again—this time to explore different ways to achieve your goal.

Exercise: Multiple Pathways

- List 3–5 different ways you could achieve your goal.
- Consider alternative models (lean start-up, collaborations, partnerships, automation).
- Identify potential obstacles and solutions in advance.

 Try This: Map out at least two different action plans: one conservative, one bold.

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Step 4: Deliver – Implementing & Adapting

Take intentional action, track progress, and adjust as needed.

Exercise: Reflection & Adjustment

- How will you measure success? (Metrics, milestones, personal satisfaction?)
- What feedback loops can you create to ensure flexibility?
- How will you adjust your approach if things don't go as planned?

Commitment: Write down 3 immediate actions to take this week.

Final Takeaway: Growth is Iterative

Goal-setting isn't a straight path, it's a cycle of learning, refining, and growing.

Repeat & Refine: Once you've delivered on a goal, use the insights gained to revisit the cycle. Keep evolving, adapting, and growing as your business and leadership journey progresses.

Your Double Diamond Goal-Setting Map:

- My Big-Picture Goal:

- Why This Matters:

- Key Action Steps:

- How I'll Adapt & Reflect:

What's your next intentional step toward success?

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Applying the Double Diamond Model to Everyday Life

Just like businesses use this model to refine products and strategies, you can use it for:

- ✓ Life & Career Planning – Navigating a career transition, setting new goals, or personal development.
- ✓ Decision-Making – Weighing options before making a major choice.
- ✓ Personal Problem-Solving – Finding solutions to everyday challenges like time management, health, or relationships.
- ✓ Creativity & Innovation – Generating and refining ideas for personal projects or new habits.

How to Use the Double Diamond Method for Personal Goal Setting

Double Diamond Stage	How to Apply It to Everyday Life	Example: Career Change
1. Discover (Diverge)	Explore different possibilities, uncover patterns, and identify pain points.	What's making me unhappy in my current job? What energizes me? What do I love doing?
2. Define (Converge)	Narrow down insights into one clear focus area.	I realize I want more creative freedom and work-life balance.
3. Develop (Diverge)	Brainstorm multiple possible solutions or approaches.	Could I pivot within my field? Start a side hustle? Go back to school?
4. Deliver (Converge)	Take action, track progress, and adapt.	I test freelance projects for 3 months and reflect before making a full career change.

Why This Works: Life as a Continuous Double Diamond

- ✦ Life is iterative—you don't set a goal once and stick with it forever. You continuously Discover, Define, Develop, and Deliver, adjusting along the way.
- ✦ This method encourages adaptability—rather than feeling like you failed, you simply refine and pivot based on what you learn.
- ✦ You always have options—the Double Diamond helps you explore possibilities before locking yourself into one solution.

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Interactive Exercise: Using the Double Diamond for Your Own Goals

Step 1: Discover – Identify the challenge or opportunity.

- What's something in your life you feel stuck on or want to improve?
- What are the root causes of this feeling or situation?
- Write down at least 5 insights about what's working and what's not.

Step 2: Define – Narrow down your focus.

- Based on your insights, what's the one main thing you want to change?
- How will improving this impact your life?
- Write your goal in one sentence.

Step 3: Develop – Explore multiple solutions.

- What are 3-5 different ways you could achieve this goal?
- Are there alternative approaches you haven't considered?
- What small experiments could you try before fully committing?

Step 4: Deliver – Take action & track progress.

- Choose one approach and commit to trying it for a set time (e.g., 30 days).
- What metrics or signs will show progress? (e.g., more energy, better focus, feeling aligned)
- Plan a check-in date to reflect and adjust your approach if needed.

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