

**NESPRESSO**<sup>®</sup>  
PROFESSIONAL

**MAXIMISE**  
YOUR 2020



# WITH 2019 OVER, 2020 BRINGS ANOTHER CHANCE TO MAKE SOME NEW YEAR RESOLUTIONS AND STICK TO THEM.

But with the second Friday in January being known as ‘Quitters’ Day’<sup>i</sup>, can you be sure you’ll keep your resolutions?



**Less than 25% of people stay committed to their New Year’s resolutions for 30 days<sup>ii</sup>**

That’s why we’ve put together **10 tips** to help you stay on track to achieve your goals this year.



TIP 1:

# SET GOALS, NOT RESOLUTIONS



The start of the New Year is a good time to think about what you want to accomplish in the coming months, but setting resolutions can be all or nothing. They can focus on what we don't want rather than what we do want.

By setting goals rather than resolutions you can change your perspective to long term achievement rather than short term. **Goal setting can help improve employee engagement and can clarify employee's roles - the single biggest driver of organisational health<sup>iii</sup>**



## TIP 2:

# MAKE SURE YOUR GOALS ARE SMART

Set yourself on the path to success by setting goals that are **SMART**. People who vividly describe their goals are up to **1.4 times** more likely to successfully accomplish them<sup>iv</sup>.

Make sure your goals are all...

### **SPECIFIC**

Clear, well-defined  
and without interpretation.

### **MEASURABLE**

Work to criteria that allow you to see your progress.

### **ACHIEVABLE**

Don't aim for the impossible, treat yourself  
kindly with attainable goals.

### **REALISTIC**

Make sure they're within reach and compliment  
your overall life purpose.

### **TIMELY**

Create urgency and keep on track with an end date.  
You could even set small interim targets to break  
it into manageable chunks.



TIP 3:

# WRITE DOWN YOUR GOALS



**By simply writing your goals down  
you can increase your likelihood  
of achievement by 42%<sup>1</sup>.**

Some people even have a dedicated journal to write down their goals and keep track of their progress.

Jot down the reasons why you are you are working towards that particular goal. If you're struggling or feeling demotivated, grab a cup of coffee and take a look back at your journal to spur you on.



TIP 4:

# START SMALL



Unrealistic expectations are a big reason as to why resolutions fail, so start with smaller goals.

Set small goals, reflect on your progress towards them, acknowledge that it can be hard, and that you won't see results instantly.

Smaller goals might seem like smaller progress, but when **the single most powerful workplace motivator is small, daily progress<sup>vi</sup>** there's merit in doing so.





TIP 5:

# SHARE YOUR GOALS WITH OTHERS

There's credit to keeping your goals to yourself and sharing them with others.

Sharing our goals holds us accountable to their progress, and studies have proven that when we share our goals with others we are more likely to achieve them<sup>vii</sup>.



## TIP 6:

# BE ABOUT ACTIONS, NOT DISTRACTIONS



Procrastination is your worst enemy when it comes to reaching goals, and once you've been side tracked from a task, **it can take up to nine minutes to get your head back into it<sup>viii</sup>.**

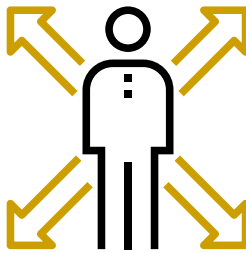
Maximise your productive time by turning off things like emails or notifications, put your mobile on do not disturb and set your landline to voicemail to give you some breathing space to focus.





TIP 7:

# DON'T MULTI-TASK UNNECESSARILY



**Only 2.5% of the population are actually good and effective multi-taskers<sup>ix</sup>.**

Although you may think that taking on a number of tasks simultaneously is an efficient way to get through your workload, **splitting your attention and focus can have the opposite effect and reduce productivity by as much as 40%<sup>x</sup>.**

Make sure you're not spreading yourself too thinly across many different goals for 2020, instead, focus on one or two really important ones.



TIP 8:

# CHANGE YOUR MIND-SET



**Optimistic attitude and  
mind-set leads to success.**

Not only that, but **optimistic employees are six times more likely to be highly engaged at work, and are 5 times less likely to burnout<sup>xi</sup>.**

Try to find the positives in your challenges, learn from your failures, and seek the solutions to ensure that you and your employees succeed next time – try to see it as opportunity rather than a dead end.



TIP 9:

# DON'T FORGET TO GIVE YOURSELF A BREAK



Self-improvement and reaching goals doesn't have to take all your time, sometimes inaction is just as valuable. Set aside a few minutes each day for you to have some headspace.

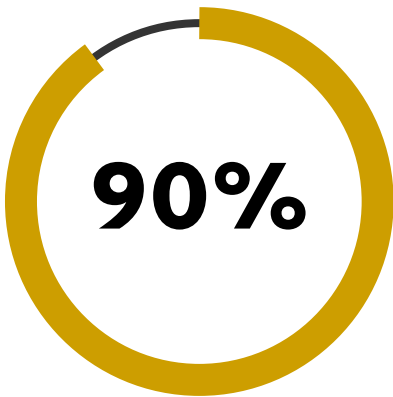
Whether it's practising meditation or simply sitting down for a cup of coffee, this all-important quiet time is an opportunity for stillness to keep your mind fresh and sharp.



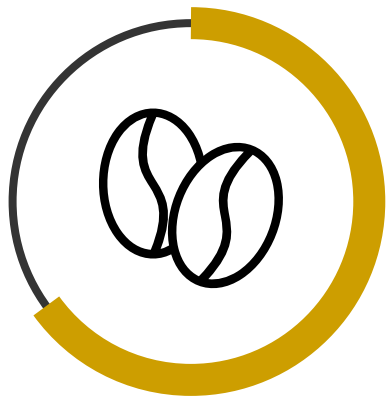
## TIP 10:

# STAY ON TRACK WITH NESPRESSO® PROFESSIONAL

There are various tools and tricks you can use to help you stay on track with your goals during 2020, but have you considered coffee?



**of UK employees** who regularly drink higher quality coffee at their office feel motivated to give their best at work<sup>xii</sup>.



**67%** **of UK employees** agree that they feel more productive after a coffee break<sup>xii</sup>.





# STAY ON TRACK IN 2020 WITH THE NESPRESSO® MOMENTO

Help keep your workforce motivated to achieve their goals for the year ahead with a **Nespresso®** Momento machine.

From sharing time together to taking a moment to reflect, our coffee blends are the perfect accompaniment for living your best life in 2020.



# NESPRESSO<sup>®</sup>

## PROFESSIONAL

To find out more

VISIT OUR WEBSITE

or contact us on

0808 100 8844

<sup>1</sup> <https://www.independent.co.uk/life-style/quitters-day-new-years-resolutions-give-up-fail-today-a8155386.html>

<sup>2</sup> <https://www.forbes.com/sites/ashiraprossack/2018/12/31/goals-not-resolutions/>

<sup>3</sup> <https://www.mckinsey.com/business-functions/organization/our-insights/the-organization-blog/how-effective-goal-setting-motivates-employees>

<sup>4</sup> <https://www.forbes.com/sites/markmurphy/2018/04/15/neuroscience-explains-why-you-need-to-write-down-your-goals-if-you-actually-want-to-achieve-them/>

<sup>5</sup> <https://www.inc.com/peter-economy/this-is-way-you-need-to-write-down-your-goals-for-faster-success.html>

<sup>6</sup> <https://www.entrepreneur.com/article/241754>

<sup>7</sup> <https://www.dominican.edu/academics/lae/undergraduate-programs/psych/faculty/assets-gail-matthews/researchsummary2.pdf>

<sup>8</sup> <https://blog.rescuetime.com/communication-multitasking/>

<sup>9</sup> <https://www.ncbi.nlm.nih.gov/pubmed/20702865>

<sup>10</sup> <https://www.forbes.com/sites/lisaquast/2017/02/06/want-to-be-more-productive-stop-multi-tasking/>

<sup>11</sup> [https://www.researchgate.net/profile/Peter\\_Schulman/publication/255669993\\_Applying\\_Learned\\_Optimism\\_to\\_Increase\\_Sales\\_Productivity/links/54734e260cf24bc8ea19f79c/Applying-Learned-Optimism-to-Increase-Sales-Productivity.pdf](https://www.researchgate.net/profile/Peter_Schulman/publication/255669993_Applying_Learned_Optimism_to_Increase_Sales_Productivity/links/54734e260cf24bc8ea19f79c/Applying-Learned-Optimism-to-Increase-Sales-Productivity.pdf)

<sup>12</sup> <https://hbr.org/2019/03/the-financial-upside-of-being-an-optimist>

<sup>13</sup> Beyond a beverage: the hidden value of coffee and coffee breaks in the workplace – A Comres and Nespresso Research 2017