



# LIFE COACHING

CERTIFICATION  
PROGRAMME

*The Ecological  
Goal Setting Model*

Created By Kain Ramsay

# THE ECOLOGICAL GOAL SETTING MODEL

## GOOD - GOOD

'**Good-Good**' is the perspective where a person sets goals that are good for themselves but fundamentally also good for someone else too. These are healthy and balanced goals. This requires that they look beyond their own perspective and consider how others stand to benefit from the goals that they set. 'Good-good' acknowledges that there's power in partnership and encourages people to work together in a way where all parties stand to benefit. The wise person commits to goal setting that benefits everyone. They use discernment, wisdom and foresight to make wise choices.

## GOOD - NOT GOOD

'**Good-Not Good**' is the perspective and approach to goal setting where an individual sets goals that are good for themselves, but not good for anyone else. Many people take this approach to goal setting - it's competitive, selfish and considers solely what 'I' stand to gain, with little or no regard as to how this affects anyone else. Those who chose this approach to goal setting often fail to recognise how their actions and behaviours might be affecting other people. The wise person asks themselves the question - is this goal good for me and is it also good for other people?

## NOT GOOD - GOOD

'**Not Good-Good**' is the perspective where a person sets goals that are good for others but not good for themselves. Such individuals commit to serving others often at a huge cost to themselves. Being selfless can be a good thing but if it's detrimental to the progress that an individual is making, it's not wise. It's good to give, but at times it's also important to count the cost. The wise person commits to a balanced goal setting approach where they consider the needs of others, but also their own.

## NOT GOOD - NOT GOOD

'**Not Good-Not Good**' is the perspective where an individual sets goals that demonstrate a complete lack of respect and regard for themselves and anyone else. People who chose this perspective often give no consideration as to how their actions and behaviours might be affecting others. They make reckless decisions which means they don't get ahead and the others in their life also don't get ahead. This approach serves no one. Others will find it difficult to take people who chose to live like this seriously.

# THE ECOLOGICAL GOAL SETTING MODEL

If the goals that people set are fundamentally just selfish, even if they do go on to accomplish them, they're not going to find any real degree of fulfilment from them. This framework is something you can use as a life coach to challenge people's motives to help them set goals that will actually bring them a greater degree of fulfilment in life.

NOTES: