

Life can be *pulled by goals* just as surely as it can be *pushed by drives*. ~ Victor Frankl

# MY GOALS: PROCESS, PERFORMANCE, & OUTCOME

**Process goals → support performance goals → contribute to outcome goals**

Outcome: Ultimate results  
(me vs. them)

Performance: personal best  
(measurable improvement)

Process Goals: Controllable actions  
(techniques & strategies)

My Why: Driving Values