



W.I.G WORKBOOK

The term W. I. G (Wildly Impossible Goal) was coined by Martha Beck in her classic, “Finding your own North Star”.

What is the goal that is still shouting at you? The one you water down, or deny? The one you were meant for?

Set Aside 30 minutes to work through these questions. Don't overthink- write from the heart. Expect revelation, followed by revolution!

A Step by Step process to:

- Unearth your Wildly Impossible Goal
- Understand why you've buried it
- Reclaim it

“You weren't born to dim your light to fit the room. You were born to light the way”

W.I.G Workbook

STEP 1: The longing you've buried

What recurring, long-standing dream, idea or desire do you have?

What activities or goals spark envy in you when you see others doing them?
(envy is a clue to your W.I.G)

What did you secretly hope your life would become, but never dared say
out loud?

STEP 2: The goal you keep dismissing

What Dream do you pretend you're too busy, too practical, too old or too sensible to pursue?

What would you try if you were absolutely guaranteed not to fail?

If you had unlimited wealth, all the time in the world. and zero fear of what people thought- how would you spend your time, where and who with?

STEP 3: The watered-down versions

What goal have you almost pursued before- but compromised into something smaller, safer, or more acceptable?

What project or job are you doing right now that feels like a substitute for something braver?

What are you pretending not to want?

STEP 4: Why you've denied your W.I.G?

What fears have kept you from fully committing to your W.I.G?
(failure, success, visibility, letting others down, financial insecurity...)

What beliefs have you absorbed about yourself to make this goal
seem “not for you”?

From where/ whom did these beliefs originate?

What's the truth you know deep down?
Hard evidence that disproves these limiting beliefs.

STEP 5: Letting Go & Reclaiming your path

Write down the beliefs you are choosing to let go. Acknowledge why they emerged and that they will not be part of your future self.

Write down the new self-beliefs that will replace the outdated ones, and guide your new direction.

Design a simple ritual to mark this change, such as writing down and burning your unhelpful old beliefs or buying a piece of jewellery to remind you of your new beliefs and goals.

STEP 6 Your courage threshold

What failure are you most afraid of- and what would it mean about you if it happened?

What kind of praise, success, or visibility secretly scares you?

If you knew you'd be judged or rejected- but this dream would still bring you deep meaning- would you do it anyway?

STEP 7: Reflections and Next Steps

A large, empty rounded rectangular box with a green border, intended for reflections and next steps. The box is centered on the page and occupies most of the lower two-thirds of the page. It has a thin green border and rounded corners.