



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

**Planning to Make New Year's Resolutions this Year to Change Your Life?  
Tips to Make 2012 the Year that Canadians Resolutions Go the Distance**

**December 30, 2011 Toronto, Ontario** – Many Canadians are preparing to make their new year's resolutions, hoping this will be the year that they can attain their goals. Despite this emphasis, 22 per cent of resolvers fall off the wagon after a week, according to a paper published in the *Journal of Clinical Psychology*. And after three months, half the adults surveyed had called it quits. Potential Unlimited has some tips to help make 2012 the year that Canadians keep their new year's resolutions.

“As human beings, we are always evolving and always wanting to improve our lives,” said Carey-Ann Oestreicher, Chief Engagement Officer, Potential Unlimited. “New Year's is a perfect time to create goals for ourselves as it opens up a window to give us a fresh start. But a critical mistake people make when forming their resolutions is that they create more as a wish list than focussing on a few key goals. Less is more in terms of new year's resolutions.”

Potential Unlimited's Top Tips to Help You Keep Your New Year's Resolutions this Year:

1. Create one to three resolutions (not ten) after spending some time reflecting on what you really want to improve upon in your life.
2. Tell others your resolutions. The more accountability and support you can receive from others, the more successful you will be.
3. Hire a coach who will help you keep your resolutions up front and centre all year long. A professional can help you uncover issues that could be holding you back from achieving your goals.
4. Start small. Often we are so excited about our resolutions that we throw ourselves in full throttle to new habits and then end out burning out and quitting.
5. It's okay to take fail. Often people abandon their resolutions when they reach their first obstacle to achieving them.
6. Visualize your life as if you have already achieved your goals. What would it (you) look like? What would it feel like? The more you can visualize it, the more likely it will become your new reality.
7. New Year's resolutions must be created for you, not to please others around you. Be true to yourself and choose resolutions that resonate with you.

Potential Unlimited is a life and career development firm that works with individuals and companies around the world to help them reach their full potential. This organization offers a variety of services such as executive, life and career coaching as well as training, strategic consulting services and retreats at world-class destinations in the areas of work-life balance and strategic focus. For more information, visit [www.potentialunlimited.ca](http://www.potentialunlimited.ca). Carey-Ann Oestreicher, Chief Engagement Officer and Owner of Potential Unlimited holds a MBA and has completed her coaches training through the Coaches Training Institute with a certification in coaching executives from York University. Oestreicher has been nominated as one of Canada's Most Powerful 100 Women, and has held a variety of senior positions including vice-president level and she has worked in industries such as: financial services, automotive and transportation, publishing, cosmetics and fashion.