

In Search of an Attainable New Year's Resolution

January 18, 2023

It's that time of year again — when seemingly every advertisement, social media post, or well-meaning loved one is quick to remind you how [you're due for a refresh](#), a restart, a [rebrand](#). Self-improvement is difficult any time of year, but you may feel extra pressure to embark on a life change at the top of the new year. The desire to set goals often comes on the heels of the start of a new week, month, year, semester, or birthday, dubbed the “[fresh start effect](#).” When the slate is wiped clean in any capacity, people feel more compelled to conquer a challenge.

New Year's resolutions get a bad rap for being notoriously unattainable. Studies and surveys show that people [aren't great](#) at sticking to resolutions, [ditching them within the first month](#). However, the [process you take in reaching the goal](#) holds more weight than simply making a choice to change.

...