

HARVARD STUDY: There was a study done at Harvard between 1979 and 1989. Graduates of the MBA program were asked “Have you set clear written goals for your future and made plans to accomplish them?” The results of that question were:

- Only 3% had written goals and plans
- 13% had goals but not in writing
- 84% had no specific goals at all

10 years later Harvard interviewed the members of that class again and found:

1. The 13% who had goals but not in writing were earning on average twice as much as the 84% of those who had no goals at all
2. The 3% who had clear, written goals were earning on average 10 times as much as the other 97% of graduates all together. The only difference between the groups is the clarity of the goals they had for themselves

YALE STUDY: In 1953 a team of researchers interviewed Yale’s graduating seniors, asking them whether they had written down the specific goals that they wanted to achieve in life.

Twenty years later the researchers tracked down the same cohort and found that the 3% of people who had specific goals all those years before had accumulated more personal wealth than the other 97% of their classmates combined.

Source: <https://rapidbi.com/harvard-yale-written-goals-study-fact-or-fiction/>