

Building Atomic Habits to Achieve Audacious Goals

Speaker

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At the AMWA Carolinas Chapter Conference on May 3rd, Demetrius Carter, MBA, PMP, RAC-US, SVP, presented strategies for reaching goals by establishing habits. Demetrius Carter is the Senior Vice President of Regulatory Sciences & Medical Affairs at Certara, former AMWA Carolinas Chapter President, and recent award recipient for his generous contributions to the AMWA Carolinas Chapter in 2024.

During this educational session, Demetrius Carter leveraged ideas discussed in the books “Atomic Habits”¹ and “The Oz Principle”² to suggest strategies for professionals to achieve audacious goals through adopting small habits. Below, three key areas for success are outlined.

1.) Identify a target and share your vision

Spend time creating and communicating a goal with a clearly defined purpose. In order to determine whether you or your team is committed to achieving a goal, it is crucial to clearly define the goal and the actions needed for success. If you are working with a team, it is important to have a transparent discussion about upcoming changes to gain commitment from everyone involved and adjust to everyone’s needs. When adopting small habits that might feel negligible or futile, it is important to develop a plan to implement and continuously monitor progress along the way. This will allow you and your team to appreciate the progress achieved by small,

consistent action and make adjustments when needed.

2.) Analyze internal and external factors

Analyze internal and external factors that will help or hinder your progress. It is necessary to identify and obtain the resources and support required to achieve your goal while also mitigating and removing obstacles.

Sometimes, these obstacles arise as unhealthy habits, such as spending too much time on social media. Other times, these obstacles must be addressed by adapting other healthy goals, such as getting enough sleep. When setting a new goal, it might be necessary to de-prioritize other objectives and make compromises to avoid lofty or unrealistic expectations for progress.

3.) Take ownership

Make sure you or your team are accountable for monitoring progress and feel responsible for the outcomes. This will ensure ongoing commitment to the goal. Fostering a sense of ownership and responsibility encourages proactive problem solving and adjustment that will allow for continued pursuit.

Thank you, Demetrius Carter, for an inspiring and informative session that provided participants with tips on how to start achieving their goals!

Acknowledgements:

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References:

1. Clear, J. Atomic Habits. Penguin Publishing Group; 2018.
2. Connors R, Smith T, Hickman CR. The Oz Principle: Getting results through Individual and Organizational Accountability. Portfolio; 2010.