

Stage 4: Action

Characteristics

- Direct action toward a goal

Strategies

- Reward your successes
- Seek out social support

During the fourth stage of change, people begin taking direct action to [accomplish their goals](#).¹ Oftentimes, resolutions fail because the previous steps have not been given enough thought or time.

For example, many people make a New Year's resolution to lose weight and immediately start a new exercise regimen, embark on a healthier diet, and cut back on snacks. These definitive steps are vital to success, but these efforts are often abandoned in a matter of weeks because the previous steps have been overlooked.

If you are currently taking action toward achieving a goal, congratulate and reward yourself for any positive steps you take. [Reinforcement](#) and support are extremely important in helping maintain positive steps toward change.

Take the time to periodically review your [motivations](#), resources, and progress in order to refresh your commitment and belief in your abilities.