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# Goal Setting in 2025 with our Community

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a new year is like a fresh pair of shoes—full of potential, ready to take you  
you want to go. A new year can bring a lot of excitement and we believe it's  
to set goals that are not only realistic but help to empower you to live a more  
meaningful life. At Ally Shoes we believe in empowering women as one of our core values and



stepping into a more confident life. We are breaking down below our process of best practices when it comes to goal setting in 2025.

### Step 1: Reflect on the past year

- This is a great step to assess and reflect on goals you had for the previous year
- Write down three things you're proud of and one area that you would like to see growth

### Step 2: Create SMART Goals that Align with Your Values

- SMART Goals (Specific, Measurable, Achievable, Relevant, Time-Bound)
- We believe that a goal should be measurable and by setting a timeline it gives you something to work towards.

### Step 3: Break Goals into Manageable Steps

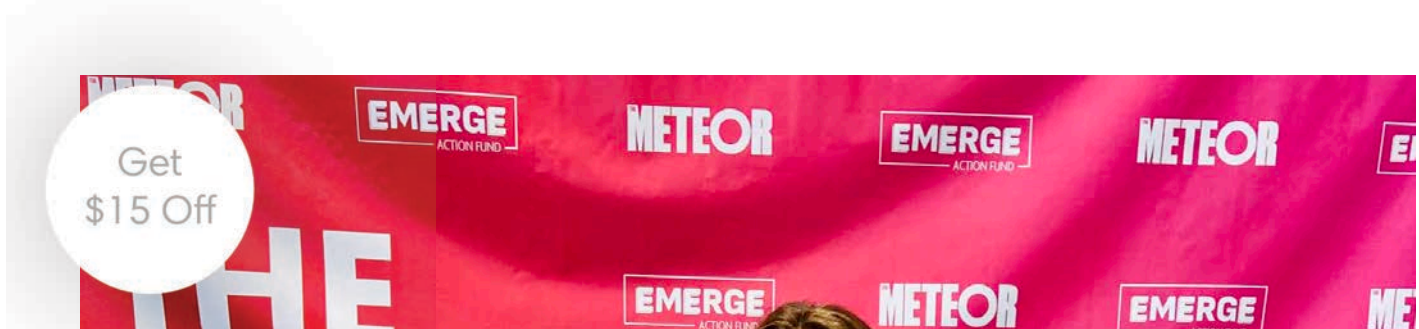
- This is really helpful when goal planning, it's a chance for you to break down the goal and see where you are
- Don't forget that every small step matters

### Step 4: Stay Accountable & Celebrate Milestones

- We love a reason to celebrate! Staying accountable is huge, many people use social media to stay accountable. A friend or a family member, spouse, pick what works for you and stick to it.
- If you've met a personal or professional milestone along the way, celebrate that success

Biggest piece of advice: stay flexible with goals. Flexibility is huge, not just in goal setting but in life. You will have to adjust goals when life throws you a curveball and that's ok. Building resilience.

Looking for the perfect shoes to help you step into your goals for 2025? Explore our stylish and empowering footwear. Plus find out below how members of our community are goal setting and how Ally is helping them step into their goals in 2025.









Source: Ally Shoes: [Nobly Navy Suede Lower Block Heel](#)

We are so excited to be featuring one of our long-term stylist partners; Catherine Cassidy, Founder of [Boutique Box](#). Catherine's theme for this year is Presence and Peace. My work with women is all about supporting them in how they show up, so they can get out the door with ease and feeling their best. Presence for me isn't just about what you're wearing, but how you feel and creating connection. What you wear absolutely empowers that.

#### **ALLY Shoes: Share a personal or professional goal for 2025.**

Catherine: I have a financial goal for 2025 that is essentially a 10x from last year. But that's not what I'm focusing on. Rather than breaking it down month by month with goals that *could* lead to my ultimate financial goal, I'm creating an energy roadmap for 2025. I've learned that being present for myself and creating space in my schedule is how I show up best. Goals are not always satisfying, which is why we don't always reach them. But focusing on how I want to FEEL ensures that I'll be satisfied and, my theory is, then I will reach my 10x goals.

#### **ALLY Shoes: Ways to reach the goal.**

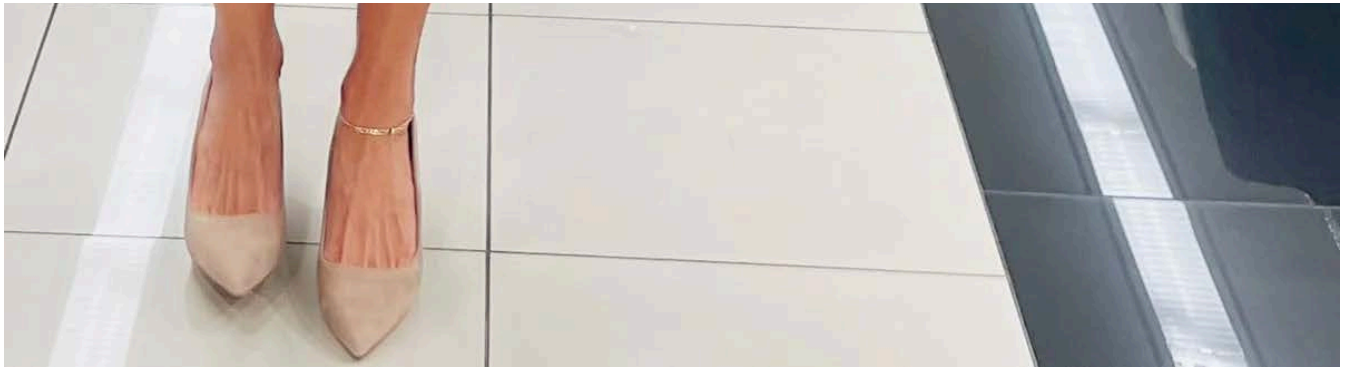
Catherine: I do this by checking in both monthly and weekly. I have 3 needle movers that are a focus/priority for the week. They lead into the 1-3 key intentions I have for the month. I've carved out white space in my calendar to make sure I have the space to just think and process. This is where my magic happens with clarity to break through on a problem. I'm also building out systems and processes for elements of the business that initially needed me in it but now can be automated. I will be bringing in expert support in key areas where I shouldn't be doing the things, one element at a time.

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**How is Ally Shoes helping you stride confidently into the new year to meet your goals?**

Catherine: My Ally heels are my go to for getting out the door easily feeling my best, literally supported with my comfortable, stylish shoes.





Source: ALLY Shoes: [Tenacious Tan Suede Classic Pump](#)

[Lauren Rothman](#) is a style strategist and image coach. As a style strategist she is big on setting goals, let's find out the goals she has set for 2025.

**ALLY Shoes: Share a personal or professional goal for 2025.**

Lauren: This year, my professional goal is to continue empowering individuals and organizations to step into their power through style. I aim to expand my impact by working with companies and conferences, delivering keynotes and workshops that inspire and elevate personal branding. Personally, I want to embrace balance—finding time to recharge so I can show up fully for my clients and audiences.

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**ALLY Shoes: Ways to reach the goal.**

Lauren: Reaching this goal requires focus and intentionality. I'll prioritize building strategic partnerships, tailoring my services to the needs of my clients, and staying grounded in my holistic approach to style. On a personal level, I'm committing to mindfulness and using small rituals, like a workout or walk to stay centered.

**ALLY Shoes: How is Ally Shoes helping you stride confidently into the new year to meet goals?**

Lauren: Ally Shoes gives me the perfect foundation—literally—to show up confidently and powerfully. Whether I'm leading a workshop, speaking on stage, or navigating the day-to-day demands of my business, Ally Shoes combine style and comfort, allowing me to focus on what matters most: empowering my clients. And, their customer service is top notch - a MUST for me and my clients!





Source: ALLY Shoes: [Black Calf Leather Bold Block Ankle Boot](#)

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is a fashion and style blogger in Kansas City! She is also a contributing editor to  
publications and has appeared on local news channels sharing her knowledge of



current fashion trends and styling tips.

**ALLY Shoes: Share a personal or professional goal for 2025.**

Jana: This year, I have several personal and professional goals! My personal goals include prioritizing better sleep and overall wellness including regular exercise and healthy eating habits. Professionally, I am working really hard to expand my professional network through my blog and social channels. This past year I have been creating more video and media content including TV appearances, podcast interviews, and written fashion contributions for national publications.

**ALLY Shoes: Ways to reach the goal.**

Jana: I will be dedicating more time to hobbies, travel, and family time to establishing a healthy work-life balance. I working to continue that this year. I love sharing my love for fashion and styling and it continues to motivate and inspire me.

**ALLY Shoes: How is Ally Shoes helping you stride confidently into the new year to meet goals?**

Jana: ALLY is a new brand to me; I discovered the comfortable and fashionable shoe line this past year and instantly fell in love with all the styles! I absolutely love that these shoes are comfortable, easy to wear, and instantly give me confidence to tackle my day looking and feeling great! I feel a strong connection to the ALLY brand knowing it's founded for women, by women!





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Source: ALLY Shoes: [Noble Navy Suede Bold Block Heel Pump](#)

Wendy Pomeranz is the founder of [Antidote Styles](#) and Personal Stylist. Wendy believes that personal styling is much more than clothing and shoes that it's about feeling great from the inside out.

### **ALLY Shoes: Share a personal or professional goal for 2025.**

Wendy: Antidote Styles in entering their 6<sup>th</sup> year in business but have been styling women consistently over the past four years. We've managed to style over 50 clients and opened a Style Suite in Deerfield Beach, Florida. Our professional goals for the new year is to continue expanding our services through male styling and color analysis. With the help with many partnerships like Ally, we continue providing our clients with luxury brands that we believe are the best in the industry.

### **ALLY Shoes: How is Ally Shoes helping you stride confidently into the new year to meet goals?**

Wendy: Every client we acquire will have the opportunity to have a fit session with Ally Shoes. Customizing their sessions based on their lifestyle and shoe size.

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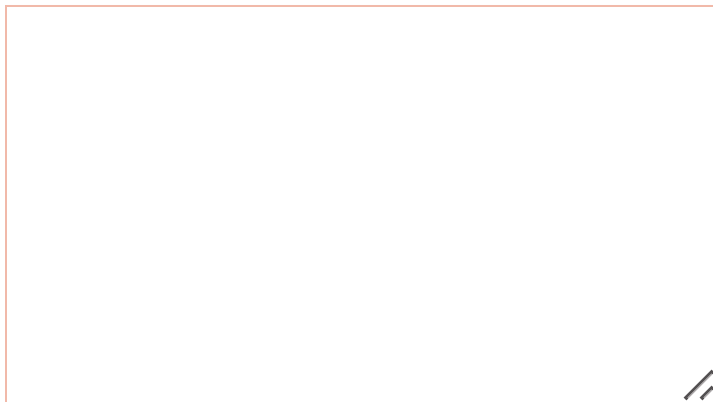
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