When we're working towards our goals, we often forget to stop and consider how far we've come. To give ourselves a hug for the progress we've made. To honor the sense of achievement we should feel along the way.

This is very important to keep us motivated when the initial rush of our creative idea has worn off and we find ourselves in the shadow "between the idea and the reality" (T.S. Eliot).

Therefore, if we celebrate the small wins along the way, we're less likely to give up on our goals when the shadows are long, dark and challenging.

