



Effective techniques for unlocking your motivation
and fulfilling your potential

Motivation

FOR

DUMMIES®



Gillian Burn

*Health Consultant and Master Practitioner
in Neuro-linguistic Programming*

A Reference for the Rest of Us!®



UK Edition



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Motivation For Dummies®

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by Gillian Burn



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About the Author

Gillian Burn is a health consultant, coach, and trainer. She specialises in enabling individuals and companies to improve their energy and personal effectiveness by focusing on enhancing health and quality of life. She is the editor of *Personal Development All-in-One For Dummies* and the author of two

management pocketbooks – the *Energy and Well-Being Pocketbook* and the *NLP Pocketbook*.

Gillian's health career started in nursing, midwifery, and health visiting, alongside a period working with the Flying Doctor Service in the Australian outback. Her business career began with BUPA, a major health care company, designing programmes to improve health at work and reduce sickness absence. Gillian's management experience covered sales, marketing, team management, and product design for health-at-work initiatives delivered to major organisations throughout the UK.

Gillian is director of her own company – Health Circles Ltd – providing a range of well-being and motivation initiatives for companies throughout the UK and Europe. Her training programmes include exercise, nutrition, stress and time management, communication, and creating peak energy. She also runs personal effectiveness courses, including mind mapping[®] and speed reading.

Passionate about supporting people to boost their energy, creativeness, and motivation, Gillian believes that everyone has the skills and talent to make positive changes to enable them to reach their full potential and peak performance.

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Writing this book has given me the opportunity to put into practice all the tips, tools, and ideas I have believed in to keep me on track and maintain my own motivation.

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Introduction

Motivation is all about having the willpower to get started – and once you get going it can direct your life in many ways. It's possible to feel more motivated at some stages of your life than at others, or that your motivation is being affected by other people and events around you. You may even be asking yourself how well motivated you are and whether you could be better!

Motivation For Dummies helps you understand the key elements of motivation and how motivation influences your behaviour and achieving your goals. I've designed each chapter to help you apply the principles of motivation to different areas of your life in a variety of situations, with stories, activities, and exercises to help you along the way. I encourage you to jump in, use the tools, and have a go. Often you find what you're looking for while trying out new ideas.

So, hop on board and get started on your journey to a more motivated life.

About This Book

When you look up 'motivation' in a dictionary you find a list of alternative meanings, such as encourage, stimulate, spur, energise. If you search on the Internet, you can expect to find over 55 million references to motivation linked to sport, work, business, personal life, and that's just a start! There are also over a million references to books about motivation, bringing home to you the depth and breadth of the subject, and the variety of ways you can use motivation in your life.

Your task ahead is to pinpoint which areas of your life are going to benefit from you being more motivated. This means looking closely at your situation to see where you can or need to make changes. Motivation can help you to:

- ✓ Boost your energy to achieve your goals
- ✓ Summon up your enthusiasm to get started
- ✓ Understand what's getting in your way
- ✓ Change direction or behave differently
- ✓ Make your job more inspirational
- ✓ Show you how and when to get into action
- ✓ Realign your relationships in your work and personal life
- ✓ Positively influence your health and wellbeing

Conventions Used in This Book

To highlight particular points and make your reading easier, I've set up a few conventions:

- ✓ *Italics* are used for emphasis and to introduce new terms.
- ✓ **Bold** text is used to indicate the key idea in a list.
- ✓ Monofont text is used for website and email addresses to make them stand out.

What You're Not to Read

This book is intended as a hands-on guide to motivation. If you're pushed for time, you don't need to read *everything* in the book from cover to cover. In particular, you can skip:

- ✓ **The text in the sidebars:** the shaded boxes that appear here and there contain extra information or stories and anecdotes – nice to read but not essential to the topic in hand, so you can safely skip them if you're not interested.
- ✓ **The stuff on the copyright page:** you'll find nothing here of interest unless you're looking for legal notices and reprint information. If you are, then this is the place to look!

Foolish Assumptions

When writing this book, I made a few assumptions about you. I'm assuming that you're a normal human being who wants to be happy and motivated. You're keen to find out how you can improve various areas of your life and how getting motivated can help you achieve your goals.

How This Book Is Organised

The book is divided into five parts so you can quickly see what you need to know at any moment. The Table of Contents gives

you the full details of what's in each chapter.

Part I: Understanding the Basics of Motivation

In this part, I explain what I mean by motivation and how it can impact on your everyday life. You explore the psychology of motivation and how you can apply the theories to real-life situations. You also discover how to prepare yourself for motivation by highlighting your priorities, tuning into your brain, and creating a motivating environment for yourself.

Part II: Identifying and Maintaining Change

Knowing how to summon up the motivation to change and plan for action is a key starting point. You also explore how to face your demons and deal with setbacks so that you can set goals and keep yourself motivated in the long term.

Part III: Arming Yourself with Motivational Tools

In this part, I show you the tools you need to help get you motivated. You take a journey inside your brain and look at ways of stimulating your motivation using some of the techniques of Neuro-linguistic Programming. You also take a look at incentives and rewards to find out how they work in keeping you motivated.

Part IV: Using Motivation in Different Areas of Your Life

In this part, you look at how you can use motivation in your personal relationships, the workplace, and in your career. You also take a look at how motivation affects your health and wellbeing, and how motivation can help you develop and grow when changing direction or responding to new challenges.

Part V: The Part of Tens

This is where you go for a few ideas for keeping yourself or your team at work motivated. I suggest some fun exercises, tips, and ideas to keep you moving forward, and some actions you can take every day to keep yourself motivated. You can also read the stories of ten inspirational and highly motivated people who can act as your role models.

Appendix

The Appendix contains a selection of additional resources, including books and training websites, that you can also use to help you on your motivation journey.

Icons Used in This Book

Some information in this book is so important and interesting that it's highlighted by an icon.



Here you find human interest stories that you may find inspiring or useful.



The bull's-eye highlights practical advice you can use as an on-the-spot motivation booster.



This icon gives you an exercise to do to give you the chance of experiencing what it feels like to be motivated.



Take special note of the information I give you here and keep it in mind as you apply the principles of motivation in your life.

Where to Go from Here

Turning to the next page takes you straight into an explanation of motivation. But you don't have to start at Chapter 1 and keep going to the end. You may decide that certain topics are more interesting or are more meaningful for you at the moment. So, look them up in the Index and flip to the relevant page. You can also use the Table of Contents at the front of the book to see what catches your fancy.

If, after reading *Motivation For Dummies*, you're keen for more, take a look at the further guidance and resources I recommend at www.healthcircles.co.uk.

Part I

Understanding the Basics of Motivation



'You said you needed something bigger to motivate you, Bagwort, so we're transferring you to the elephant house.'

In this part. . .

Here you set off on your motivation journey. You begin to understand what motivation is all about, look at the principles of motivation, and find out how motivation fits into your life. You also explore the psychology behind motivation. So, don't hold back a minute longer, get moving!

Chapter 1

Introducing Motivation

In This Chapter

- ▶ Explaining motivation
 - ▶ Deciding how motivation can help you
 - ▶ Getting your brain and body working for you
-

Getting yourself motivated to achieve a desired goal lies at the heart of your success. In this chapter, you discover what being motivated means, how motivation can help you, and the way your brain and body interact to keep you fully motivated.

Figuring Out What Motivation Is

Motivation is a feeling, an emotional force, stimulating and encouraging you to do something. You feel motivated by factors or stimuli – internal or external – rousing you into action and fulfilling a need:

- ✓ **Internal:** Feeling hungry motivates you to eat – an intrinsic need coming from inside yourself.
- ✓ **External:** Showing poor sales results motivates you to attract more clients to increase business – an extrinsic need coming from outside yourself.

Think of a time when you felt highly motivated in your job. You enjoyed going to work and having a sense of achievement at seeing your projects come to fruition. Your efforts were rewarded with a good salary; you had support from your manager, and the authority to make your own decisions. You got along well with your colleagues and delighted in the office camaraderie. You felt valued and that you contributed to the success of the business.

The key motivators at work in this instance are: achieving success, financial reward, camaraderie, and feeling valued.



Here are three real-life examples of internal and external stimuli:

- ✓ Daniel runs a small hotel business, which has been in his family for three generations. It's hard work, involves long hours, and isn't hugely financially rewarding. The stimuli that help Daniel maintain his motivation to keep the business going are both intrinsic and extrinsic. Intrinsically he feels it's important to uphold the family tradition as hoteliers. It satisfies his sense of continuity and staying faithful to his roots. The extrinsic stimulus comes from his staff. Daniel feels responsible for his staff and their livelihoods, particularly as several of them have been with his business for many years.
- ✓ A teacher friend of mine tutors children to help them improve their reading skills. She told me how positive and motivated she felt when, just after one session, the other teachers commented on how they'd noticed an improvement in the children's reading ability. My friend travels a long way to the school for the sessions, but feels it is worth all the effort to see the improvement in the children's reading skills and hear the positive

comments from the teachers. Her initial success stimulated her motivation to keep up the good work as well as giving her the feeling that she's really making a difference.

- ✓ I have been a member of a rowing club on the Thames for several years. Soon after joining the club I took part in a competition called a scratch regatta. On the day of the regatta the names of each crew were picked out of a hat, mixing together novice and experienced rowers. I rowed with three other people of varying abilities. On winning the first race we felt great. Then we went on to win the second and third rounds and make it into the final. When we went over the finishing line first I was elated. I can still remember how excited I felt receiving the trophy, and how motivated I felt to keep up my rowing. What motivated me was a combination of three factors: enjoying the team work, winning the competition, and receiving the trophy. That motivation has stayed with me ever since!

You can also be motivated because of the consequences of *not* doing something. For example, the fear of a financial penalty through missing the deadline for your tax return motivates you to complete it on time. Or, the humiliation at not being able to wear your favourite outfits because you have put on a lot of weight motivates you to join a slimming club.



Motivation is the force driving you forward to make a change, for example, toward a goal (looking fit and healthy), or away from something you want to change (being overweight and unfit).



Different motivators for different people

On 31 January 2008, approximately 300,000 people in the UK were busy trying to file their self-assessment tax returns online, having known about this deadline since 5 April 2007, but choosing to leave filling in their tax returns until the last possible moment. Many people worked throughout the night to beat the deadline and avoid a financial penalty. The sheer volume of users of the system that night caused the system to fail, and 100,000 returns couldn't be submitted! The Government had to extend the deadline by 24 hours in order to get the computer system up and running again. The moral of this story: plan well in advance!

In this instance the fear of the financial penalty was a poor motivator, as many people missed the deadline. A more positive motivator could have been the offer of a rebate of £200 for anyone completing the return early. HM Revenue & Customs now actually use this approach, offering individuals a £150 incentive for completing their self-assessment tax forms online rather than by using traditional paper copies.

In January 2008, a relatively unknown English non-league football club, Havant and Waterlooville, won their FA Cup competition game unexpectedly. This gave them the chance of a lifetime to play against Liverpool, a premier league football team, in the Liverpool stadium. Liverpool had won the European Cup more times than any other English side and had several world-class players in their team. In contrast, the Havant and Waterlooville team was made up of part-time players having day jobs such as electricians and plumbers.

The day Havant and Waterlooville went to Liverpool was no different for them than for Liverpool. Havant and Waterlooville were defeated, but had a very respectable 5:2 score and received a standing ovation at the end of the game from the Liverpool players and the 42,000 spectators. Havant and Waterlooville had played better than anyone could've imagined.

The support Havant and Waterlooville received that day from their own 6,000 fans at Liverpool, and their sense of achievement from playing there, will, I am sure, stay with each player for the rest of their lives and motivate