

6/1/2023

KEMs Companion Guide

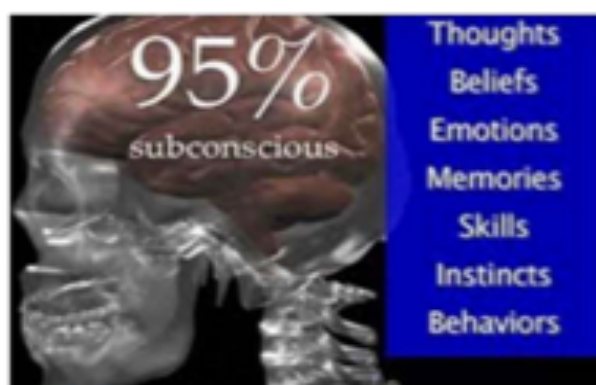


Bryan Messer
KEMS4ALL@GMAIL.COM

Key Emotional Motivators (KEMs) Companion Guide

What are key emotional motivators (KEMs) and how are they used to the benefit of those who choose to employ them? This guide provides for clarification as to what KEMs are, where they come from and how to use them as an enabler for tapping into a user's inner source of positive energy whenever and wherever they choose. This then serves as an enabler to more effectively utilize this in any pursuits they may choose to engage in.

Why does a positive emotional state matter? To begin with it is our emotions that serve as the enabler for every choice and decision we make in everything we choose to do. As such only when the mind and body are in a



relaxed state will the mind be able to effectively carry out what it is that will be needed for getting what it is, we are wanting. Then we are in a positive emotional state, we are most effective at focusing, clarifying, and unleash our greatest potential. It is the positive emotional state of mind and body which allows for a person to relax and thus allow the mind and body to function in a more unified and harmonious manner. But why does happiness have such a profound influence on how we think and behave? To shed some light on this it is helpful to review some basics of how the mind and body operate.

Through numerous studies, including detailed FMRI neural mapping research, it has been demonstrated that up to ninety-five percent of human neural activity is associated with the subconsciousness while a mere approximately five percent is attributed to conscious thought. The conscious, that which we recognize as being ourself, serves to provide our capacity to establish understanding for what is perceived through our

physical senses and for enabling us to conceive of ideas and plan for what it is we are wanting. The subconscious is the part of our mind that is continuously regulating and managing our body's functions, activities, and actions which comprises how we go about doing what we have chosen. It is the conscious mind that makes the choice for what the subconscious will act upon. While our conscious mind focuses on what it is we want and on developing ideas (models) for what we think will be required to develop this future reality. In essence, the conscious chooses what it is we are wanting, and the subconscious seeks to carry out the plan of action that we perceive will be required to produce the desired future outcome we are consciously wanting.

When are in a relaxed and happy state the conscious allows the subconscious to do what it needs to do to product what is wanted. However, when in emotionally distressed state, the conscious mind will seek to exert dominant control over the activities and actions of the body through temporarily overriding the subconscious and interfering with its ability to perform as needed. This is what occurs when we experience emotional distress and feel anxious. For the subconscious to effectively perform what is needed requires that the conscious get out of the way. For this to occur, the mind and body must be in a relaxed, positive state.

The subconscious mental activity is associated with pre-processing of incoming sensory signals from the 5 senses (sight, taste, touch, smell, and sound) couple with the search and retrieval of memories. It is our memories that serves as the basis upon which the subconscious used to coordinate and carry out the actions that are expected to produce the intended outcome. In addition to stored sensory data from past experiences our subconscious mind also retains the state of our body chemistry from when a memory has been created. It is because of this that when we recall an experience, we perceive the feel we are experiencing.

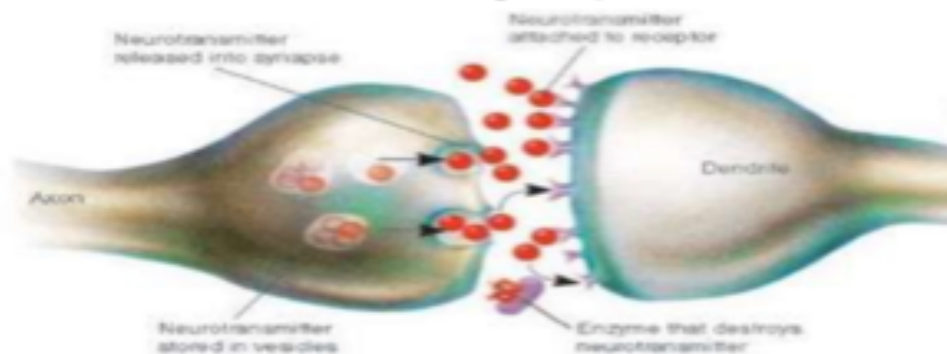
This is because what we perceive as emotion is the body's physical responses to chemical adjustments the subconscious is making whenever we recall something. In essence the recollection of our memories produces feelings which subconsciously effect our current emotional and physical state.



This is where KEMs come into play. KEMs represent the types of activities from which an individual is most likely to derive their sense of joy, happiness, and satisfaction from doing. It is from the acts of doing that the individual derives a perception of positive feelings. Take a moment and reflect upon your own memories of times you have found yourself smiling and feeling happy while you are doing something you truly enjoy. This is the essence of what the KEMs are about. Given sufficient memories of pursuits and activities an individual has enjoyed doing, it is possible to discern patterns which indicate the essence of what subconsciously brings one their sense of joy, fulfillment, satisfaction, and positive feelings from doing. But what is it that causes this type of behavior?

As an essential part of how human mind and body operates, emotions are an integral part of the complex biochemical feedback mechanism from which the subconscious signals the conscious mind with what to focus on and governs the body's functions, behaviors, and responses. When the subconscious does not expect or recognize something, it alerts the conscious mind and body through slight adjustments of our body chemistry to prepare for some unexpected future event. It is these chemicals changes, via neurotransmitter, neuroregulators and hormones that the subconscious regulates what are perceived as feelings and emotional. Some of the more familiar types of these are;

- Serotonin - helps balance mood and promotes feelings of well-being and reward.
- Endorphins - the body's natural painkillers, help overcome stress and discomfort.
- Dopamine - also called the feel-good hormone, contributes to feeling of happiness, pleasure, and reward.
- Oxytocin - while not technically a happy hormone promotes social interaction through helping aid in the feelings of positive emotions.



When a person recalls a memory, the net effect is that the subconscious automatically adjusts their body chemistry to a state like what it was at the time the memory was created. This is what enables the use of one's KEMs to have a desirable positive effect. When an individual engages in an activity which aligns with one or more of their KEMs, they will then experience a similar physical and emotional state they associate with the memory. Each time an individual recalls a memory of an enjoyable experience, they will necessarily experience good feelings.

Because the subconscious mind is governing what it is a person is doing and is guiding their actions and choices then a conscious awareness of one's key motivators (KEMs) can serve as the enabler for the intentionally choice for what they can do to be best suited for a positive emotional experience. This then allows for the choice of what it is that will best foster a positive emotional state of mind and body. Through exploring positive memories, the

individual is then able to discover what it is they find to be their own inner sources of joy and happiness from their memories. When an individual writes these positive memories out and then sorts these into groups of similar types of activities, something interesting occurs. From this exercise a specific set of activity types are revealed that represent what that individual does which produces a positive emotional state. When these are then given a descriptive name, these represent what are referred to as that individual's key emotional motivators (KEMs). Another way to describe these are an individual's core, primary, or essential emotional drivers as these represent the essence of what it is the individual's subconscious is governing their choices and actions through subtle adjustments to their body chemistry. The subconscious is constantly influencing our actions and choices in such a way as to foster alignment between what we do and our KEMs. Therefore, to know one's KEMs is to know oneself and represents their primary drivers for what influences and motivates each of us in whatever we are choosing to do throughout our daily activities. For this reason, when a person becomes consciously aware of their KEMs, they will gain insight to understanding what it is they most enjoy doing which will bring them an inner sense of joy, satisfaction, fulfillment, and happiness in their life.

Once discovered, one's KEMs becomes the key to consciously choose to engage in pursuits which are known to be what is truly wanting with self-confidence and self-assurance. This in turn become an empowering agent. This then leads to a greater sense of inner self confidence and strength. The person no longer needs the approval, encouragement, or authorization from outside sources for making their own choices.

KEMs Beyond discovery



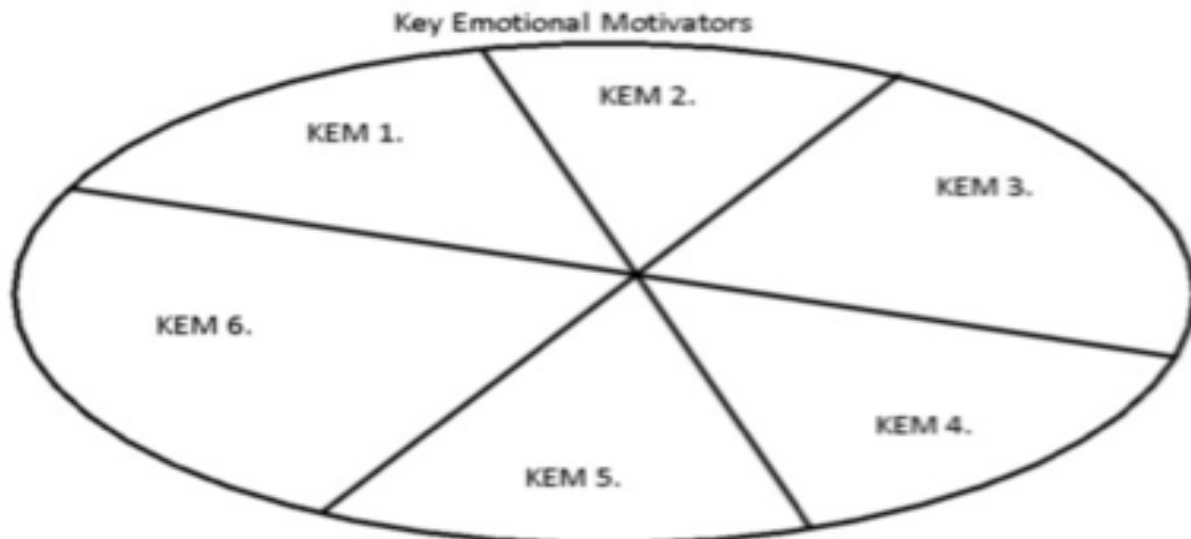
Every day of our life our subconscious is inundated with attempts from the outside world to influence what it is we are wanting. This through various kinds of emotional influential sensory stimulations. It is the intent of outside

interests of to capture our attention and persuade us to do the bidding. The message is always the same, "do what is requested, to such that we will then receive what it is we are wanting". These messages are ever increasingly loaded with strong, emotional influencers designed to persuade the recipient that what is offered is what is wanted and needed. The purveyor of the message is always insistent and persuasive that they are interested in giving good guidance and advice, that will benefit the listener. These propositions are designed to be emotionally compelling and are often difficult to differentiate from what it is the listener truly wants for themselves. Many have been persuaded to make a choice that, sooner or later they realize was not truly wanted nor needed as initially they had been lead to believe. In the absence of the conscious awareness of one's own purpose and KEMs, it is easy to become confused and misled. Through the conscious awareness of one's own KEMs, the individual is then better able to effectively assess if what is offered is consistent with what it is they are really wanting or needing. Using one's KEMs they are then better able to discern if what is offered will lead to satisfaction relative to their own personal interests. Knowing what is truly wanted from within enables the person to choose more effectively what it is they want to do that over time leads to inner peace and satisfaction with what they have...

Key Emotional Motivators (KEMs)

Know -> Do -> Be

Happiness and joy for your life!



It is through the self-awareness and knowledge of one's own KEMs that the individual is most able to effectively choose what it is which will allow the person to best align their choices and actions with their own inner sources of peace, happiness, and self-satisfaction. This hold for every aspect of one's life (relationships, careers, or anything one may choose to do).

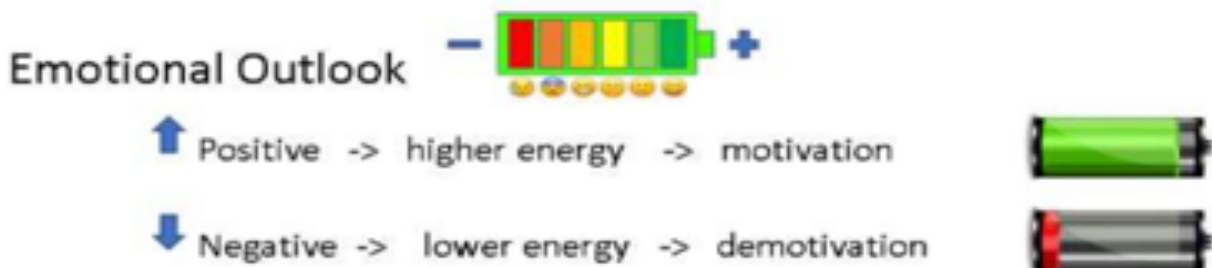
Through knowledge, awareness, and regular use of one's KEMs, it is then possible to purposefully align what it is you love doing with what you choose to do in order to find satisfaction and fulfillment with the choices you make. Additionally, with one's



KEMs, it is then possible to identify the sources of inner discord when emotions and feelings become disharmonious. In this way KEMs are your own personal built-in guidance system which your subconscious uses to navigate towards what you are or not wanting. When making choices and taking actions consistent with you KEMs you will feel balanced and satisfied. Note however, that when one or more of your KEMs are ignored or unattended then over time the subconscious will adjust our body chemistry to influence you to want to pursue activities which are better aligned with the KEMs which you have been suppressing. With time the longer you ignore your KEMs then the more our thoughts and actions will be redirected to influence you to seek out your true wants over those of others. With the conscious awareness of your KEMs it is then possible to not only recognize when you are feeling emotionally out of balance but also provides the more effective means for regaining emotional balance yourself. This is achieved through the intentional choice to engage in activities which will best align with the KEMs which have been getting the least attention.

Emotions, Energy & Balance

Emotions govern what we do, how we feel, what our energy level is, and how productive we are



Our outlook relates to our *emotional state*

Our *emotional state* relates what we do to what we want

KEMs for a satisfying and happy life!

Emotions, Energy & Balance

Emotions govern what we do, how we feel, what our energy level is, and how productivity we are

Emotional Outlook



↑ Positive -> higher energy -> motivation



↓ Negative -> lower energy -> demotivation



Our outlook relates to our *emotional state*

Our *emotional state* relates what we do to what we want

What are your emotional energy levels?

	1. _____
	2. _____
	3. _____
	4. _____
	5. _____
	6. _____