

CHAPTER ONE

Motivation is Deeply Personal

Many people think that motivation just happens, that some are born with it and others are not.

While it may be true that some individuals are more outgoing and aggressive than others, it is also true that motivation, like any behavioural science relationship, can be learned.

My own story is an example of that. I am basically an introvert. I would far prefer to spend time alone or with a few people than participate with a crowd or lead a parade. But my frustration at seeing problems that needed a solution and opportunities that should be grasped clearly showed me I needed to get motivated to get the job done and to maintain a continual momentum towards a predetermined goal.

Motivation is not something caught like a common cold. You may pick up the enthusiasm of it if you are in the company of a highly motivated individual, but it will disappear quickly if prin-

principles are not learned and objectives are not clearly defined. Nobody can get inside your mind and body and act it out for you. Your motivation must come from within, and the first principle of motivation — as in any change of behaviour — is *to want to change and have a very good reason for doing so.*

Most people who speak to me at seminars or in private desperately want to be *motivated* but have very shallow reasons for wanting to *change*. Some think it is just a matter of acting it out and everything then falls into place. Nothing could be further from the truth. When the first real calamity or crisis strikes, the acid test begins. It is at these times that you are thrown back on the principles you have adopted. You must test them, as it were, in the heat of battle. Under such pressure your motivation is proved. In a crisis situation the clichés go, egos deflate and actors forget their lines. That is why principles of life in all areas must go through the fire of battle to prove their value.

Motivation in its very early stages is an act of discipline and you will find it will need to become more and more a part of your personality. Motivation actually determines your lifestyle because it relates to the things you do both in work and leisure. It also determines the direction which you follow in business and even politics. A highly motivated person wants to see things accomplished and is prepared to pursue an

objective with vigor in his or her value system that presents a worthy challenge. Motivation does not mean 'at all costs' or 'at any quality'. Quality and quantity of life have a binding partnership with growth.

Your new motivated lifestyle will act as a magnet to others and draw them towards you because they hope somehow to obtain what you have and be part of that inspirational package. As you draw others, take care not to allow them to drain your energy and time. Do not abdicate your own objectives and principles and end up redundant.

You must accept that you can change and that a pattern of principles adhered to and used repeatedly will not only direct your life *but change it permanently*.

A friend of mine who was extremely shy and in need of motivation forced himself into a situation that changed his life permanently. Allan was a country boy who suddenly found himself surrounded on a College campus by other young people, who had bright and outgoing personalities. He always seemed to find himself on the back burner waiting for something to happen. Of course it never did.

Brooding on the situation, he decided he had to change. He was going to be motivated and popular, but he first needed a plan to bring about that change. This is what he did.

First, Allan had cards printed with his name, room number and other items of interest on them. Then he met every bus or car that brought new students to the College and helped them with their bags, showed them the facilities and invited them to contact him if they needed any further assistance. Then he gave them his card.

The results were fantastic. Allan not only motivated himself into action, but by careful planning drew literally hundreds of others toward him, and was a great help to them in the process.

Why not make a decision today, this moment, to repeat and persevere with the principles and suggestions in this book? Move up to a level of living and achieving by becoming highly motivated. Recognise that motivation is deeply personal and that it can only be achieved by making it a daily part of your very existence. Hunt down those areas of your life that are negative, critical and suspicious and replace them with positive thought and action as well as praise and trust in others.

I find it interesting that the Bible is full of optimism, positive thinking and affirmation. It was here my first love for personal motivation was born. As I read continually through its pages I am amazed as it unfolds the ultimate in motivation. This is clearly demonstrated by Jesus whose face was as flint when He journeyed to Jerusalem, unswerving in His commitment to release all

mankind from the bondage of sin and open the way for all to the wonderful mystery of eternal life.

You can become a positive, optimistic and motivated person if you want to.

It cannot be permanently imposed from without, but *must be permanently created from within*. You will notice the change almost immediately and soon you will hear comments from others which will confirm that change.

Make the commitment, follow the principles in the following chapters and keep short accounts of your progress. This will ensure that you do not slip back into the old ways, but rather progress with each new day. As you ponder the fruits of motivation just imagine what you would be like without it — dependent on others, lethargic, fatalistic, lazy, negative, unimaginative, dull, frustrated and failing. All you have to do is reverse each of these impositions and you will find you will become self confident, energetic, full spirited, optimistic, positive, imaginative, exciting, objective and successful.

MOTIVATORS

- Only you can act out your motivation.
- Motivation determines your lifestyle.
- Motivation creates new relationships with others.
- Motivation is a disciplined personality.
- Motivation is your best *you*.

CHAPTER TWO

Have Clearly Defined Boundaries

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I would point out here I am not advocating limitations of choice. But I am suggesting you make right choices. Consider firstly areas of preference and stick with the decisions you make.

It is quite obvious, because of limitations of energy, time and finance, all the things that need to be done in this world cannot be done by one person. But do not let that limit your growth.

The bottom line is that you cannot do everything but you can do something! So why not make deliberate careful choices within your sphere of influence and stick to them permanently — or at least until you have run your full course?

You cannot be motivated if you want to do everything, be everywhere and control all things. *Energy must be directed and channelled into specific areas.* Concentration of thought and imagination must also be carefully directed to provide the motivational stimuli. For example, I

would dearly like to become involved in music but I cannot, because it would mean a dissipation of imagination, thought, time and energy that I would have to drag away from those areas demanding my full motivational thrust.

Be selective and measure all involvement against your availability of time, finance, energy and imagination.

There is some truth in the saying that if you want anything done you should give it to a busy man. You can accept or take in all kinds of quite worthwhile and rewarding tasks that give you satisfaction and results. But the criteria must be whether it will fit into your choice of commitment areas where your motivational thrust is available.

I am continually pursued by people and organisations who want me to become involved and do all kinds of wonderful and not so wonderful things. But because I have life goals (see next chapter) and have accepted limitations by personal choice, I can easily and quickly assess whether or not what I am asked to do fits into my motivational energy and commitment area.

Why not now list those areas in which you are not prepared to become involved, either politically, socially, financially, morally, geographically or physically. Keep that in a book, carefully dated and updated as more areas come to mind.

Some years ago I made a list of people I had helped over a twentyfive-year period who had

not responded to my assistance by acknowledgement or by helping themselves and others. I checked that list out and in one day took more than seventy people out of my life forever. It seemed to me at that time foolish to spend a part of my life encouraging, uplifting and financially supporting people who never responded to my help. The fact was that continuing to help them prevented me from assisting those who were anxious to respond and grow.

I have now a written criteria for involvement and help, along with a time frame for results and my motivational thrust is no longer wasted in that area. The relief I experienced by taking that action with those seventy people was enormous. It freed me up for new time and talent opportunities which increased my motivation and released a new enthusiasm for getting things done.

After you have made your list of preferred areas of involvement for life, watch out for saboteurs. It may be at a social gathering or a quick phone call that you will find you have suddenly committed yourself to a scheme or venture outside of your preferred area. You may not realise what has happened until sometime later. A foreign commitment demands motivation. It must come from somewhere. So you rob other projects of your attention thereby minimizing your effectiveness. Be very careful during these times not to get caught up with pseudo-rationale which allows

your subconscious to rationalise the involvement or commitment that breaks down the boundaries and puts it into your preferred area. Our subconscious will continually play tricks on us if we do not seek truth, discipline and commitment within our clearly defined boundaries.

Care needs to be taken to examine regularly our commitment and involvement so we do not allow intrusion into our preferred areas. To be motivated all the time we must reassess our boundaries regularly for saboteurs. Sharpen the definition for your boundaries frequently because in so doing you are evaluating your life, and *the more you evaluate your life the more selective and directive you will become.*

Having clearly defined boundaries will put you light years in front of your competition and make life itself easier and less complicated. Decisions will prove to be less complicated and difficulties and personality clashes will be reduced. It is an enjoyable and exhilarating life knowing those areas you have chosen to be involved in. Your energy, your spiritual, physical and mental attitudes are then directed to your choices. Some people may not understand and others may envy you, but all will notice what you accomplish and the motivational spark that exudes from you.

A final word of caution in regard to your boundaries. You will generally find that diversions come in two distinct forms.

1. The silent commitment that evolves slowly until suddenly you wake up to find too late it has a grip on you.

2. The one that looks lifelike and seems a unique and profitable opportunity. In one great lapse of conscience you drop your defence and welcome it in, ignoring all the reasoned judgments of your list of preferred and committed tasks.

Motivation is your life's blood towards continued achievement. Do not allow it to be wasted by an intrusion of any kind. Have clearly defined boundaries and protect them well.

MOTIVATORS

- You cannot be motivated if you want to do everything — be selective.
- Boundaries are not limitations, they are selected choices.
- Do not allow intrusion into your preferred areas — otherwise you will diminish thrust.
- Reassess your boundaries for saboteurs.

CHAPTER THREE

Have Long Term Goals

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In my book *How to Reach Your Life Goals* I examined the premise that goals should be for life.

The constant stream of letters and phone calls I receive from around the world indicates that message has struck home. All major achievers in any field of involvement are long term goals setters. That is not to say that they do not set short term goals — they do, but only as a filling or progressive step towards the ultimate goal.

A permanently motivated person has long term goals *because long term goals ensure motivational permanence*. If you really are serious about developing a lifestyle of motivation then now is the time to look into your long term goals program for security and direction.

Psychologists and behavioral scientists have never been able to explain fully what happens to us when we commit our lives to worthy goals. History abounds with stories of remarkable achievements in all fields that were realised by an individual whose motivational thrust was akin to something supernatural. But careful examination

will show that the motivation was an out working of a long term passionate goal.

When you make a long term goal you are declaring to your mind, body and spirit that all forces are in tune together and come what may it will be done — no back down, no defeat, no retreat. A commitment of that magnitude cannot help but push your very being into a motivational stance that almost defies description.

Most people think and dream in the area of fantasy, hoping and expecting that somehow, some day, maybe those dreams will materialise. *Long term committed goals turn fantasy thinking into fantastic thinking, because they represent reality and action.* While you fantasise, you are programming yourself to be content in the unrelated world of wishful thinking. But fantastic thinking takes a hard firm grip on reality, nailing down principles and procedures.

Having a long term goal provides a catalyst for motivation at every waking moment. All your senses are committed to a specific task and turned to a sharp focus; your motivational thrust is excited because it always has a track on which to run. Often I meet and talk with some great achievers. The interesting thing to me is that people at ages long past retirement maintain their motivational edge because of their long term commitment. That can happen at all levels of society.

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I firmly believe that a long term goal, committed to in totality, and programmed with time frames can actually reprogramme your body clock and increase your life span as well as prolonging good health. Many people who move into a retirement situation (particularly men), without adequate provision for a long term commitment are not long for this world.

My years of successful real estate involvement have shown me an indisputable pattern. Moving to a much smaller home and removing the commitments of daily life and struggles are sure signs of life termination. It is a sad but true fact. Why not programme your body clock far past the normal years of retirement with a commitment now to a life goal which will stretch and grow and achieve until the end of your days?

The simple principles of goal setting are as follows:

1. *Clearly define your goals.*
2. *Set out your strategy.*
3. *Plan out the problems.*
4. *Build in reserves.*
5. *Relate everything to a time frame.*
6. *Create a master plan for achievement.*
7. *Action — do it now.¹*

No one can vigorously pursue a lifestyle of motivation without receiving in return some sort of satisfaction. Short term goals very often give a rush of energy and excitement until the finish line.

But there usually is a let down after the prize has been won. Long term goals prolong satisfaction because in an expandable goal, minor and major achievements are met within timeframes. They form an intrinsic and important part of the whole long term goal.

Life achievers are never satisfied with the status quo or even a major achievement. No, they press on even further after they seem to have reached the pinnacle and amaze us all with their higher achievement. What is their secret? It is really quite simple. They get their satisfaction out of being dissatisfied with present and past performance, because they know they can always do more and do it better. I call it *inspirational dissatisfaction*, and used wisely and positively it creates potent motivation and achievement.

Make long term goals a part of your life's commitment and experience the exhilaration and the warmth of being motivated all the time.

MOTIVATORS

- A goal for life ensures motivational permanence.
- Long term goals create commitment.
- Long term goals turn fantasy thinking into fantastic thinking.
- Long term goals can actually reprogram your body clock.

1. For a comprehensive study of goal setting with formulas, see my book *How to Reach Your Life Goals*.

CHAPTER FOUR

Develop a Positive Mental Attitude

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Here is a simple principle for developing a positive mental attitude: Look back at all the fears and negativity in your past life and note how futile they were. Wouldn't a more positive lifestyle have changed every situation for the better? The Christian charter calls it faith. In fact, the Bible quite clearly states that 'all things work together for good for those who love God' (Romans 8:28).

A positive mental attitude is an act of faith, accepting, hoping and working toward a good result in every situation. A positive mental attitude is constructive and affirming, while a negative mental attitude is destructive and unsettling.

How often has this happened to you? You have a good idea, you develop and investigate it, and become excited about its possibilities. Then you share it with someone else only to receive a negative response. All the excitement collapses

and fades!

In a business meeting, how often have you let the dissenters become the deciders and allowed great thoughts, dynamic dreams and future plans to become nullified by a negative brick wall? Negativism is powerful because it has locked within its framework the threat of fear, doom, gloom and calamity and requires us generally to do nothing.

Have you ever noticed how a negative action controls a situation? Phrases like 'I'm not sure about this project', or, 'If we do this, there could be real problems', or, 'This is going to cost a lot' stun us to silence, even though they are very often not followed by fact. Is it any wonder that a positive mental attitude is so hard to develop but so welcome to find?

A positive mental attitude means spending your creative energies on finding ways things can be done rather than exhausting your emotional and mental powers dwelling on the ways things cannot be done. It means turning a problem into a solution. It means you must develop what we call thought displacement.

Let me explain a little further. Maybe you have a negative thought in your mind and it is nagging and pulling you down. What is really happening is that you are focusing on the thing you do not want to happen and in doing so you are, in a sense, majoring on the catastrophe and not the solution.

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Thought displacement changes all that; but it requires discipline and imagination. Let's get down to nuts and bolts.

Firstly, write down ten things that you would prefer to happen. This may seem an incredible task. But once you start to use your imagination you can do it. For instance, you may prefer to spend time at the beach, visit friends, go to a movie, have dinner at a nice restaurant, help someone in need, earn more money and so on.

Write these down and expand upon them. When you finally have them all documented, read them aloud at least twenty times and then imagine and think about the solution to the negative problems you have. Force yourself to think only of the solution. When the negative thought returns, challenge it and replace it with a solution.

Secondly, when I find a negative mental attitude prevailing, I try to flush it out by reading the life stories of people who have overcome incredible difficulties. In so doing I can positively relate to the fact they not only survived but went on to win.

Thirdly, I might 'scare' it out by doing something that requires all my mental and physical resources, like riding a difficult horse. I find my mind and body refreshed by the experience.

Another principle I use is to read aloud daily an affirmation sheet that tells me clearly who I am and what are my relationships, my responsibilities and

my life goals. With this daily check I keep positive and highly motivated.

What we have to be very careful of in developing a positive mental attitude is allowing our subconscious mind to take us off the right track. Quite often we may not feel motivated or positive, but if we act and behave motivated, our minds and spirits will respond.

Somebody, somewhere will do what you want to do. They may have already done it, so why not you? The only real difference in high achievers and highly motivated individuals is their attitude. *Your attitude determines your altitude in life.*

Look for the positive in every situation. If you do you will definitely find opportunities for growth, learning and experience.

Avoid such phrases as:

I'm not sure

I can't do it

It will not work

I may fail

It's a problem

It will wear me out

Rather use affirmations like:

I'll find out

I can do it

It will work

I will succeed

It's an opportunity

It will help me grow

Remember the principles of the previous chapters about goals and preferred areas and take the principles of this book as a whole in working out a pattern of behaviour that you can apply daily.

MOTIVATORS

- Believe that most things can be done by someone — why not by you?
- Act physically motivated and you will be mentally stirred.
- Develop thought displacement.
- Use a daily affirmation sheet.
- Don't let your subconscious take you along a path you do not want to go.