Contents at a Glance

Introduction ................................................................................................. 1

Part I: Understanding the Basics of Motivation............................................ 7
Chapter 1: Introducing Motivation .................................................................. 9
Chapter 2: Exploring the Psychology of Motivation ......................................... 21
Chapter 3: Preparing Yourself for Motivation .................................................. 41

Part II: Identifying and Maintaining Change ............................................. 51
Chapter 4: Summoning the Motivation to Change ............................................ 53
Chapter 5: Goal Setting .................................................................................. 61
Chapter 6: Maintaining Motivation Now and Beyond ..................................... 73
Chapter 7: Dealing with Setbacks ................................................................... 83

Part III: Arming Yourself with Motivational Tools................................. 95
Chapter 8: Using Incentives to Motivate .......................................................... 97
Chapter 9: Quizzing Your Brain Cells .............................................................. 107
Chapter 10: Using Neuro-linguistic Programming as a Motivating Tool ....... 125

Part IV: Using Motivation in Different Areas of Your Life ..................... 139
Chapter 11: Motivation at Work .................................................................... 141
Chapter 12: Money Matters – Yes and No ...................................................... 155
Chapter 13: Health and Wellbeing ................................................................. 163
Chapter 14: Developing and Growing Your Emotions and Your Behaviour .... 179
Chapter 15: Motivating Your Relationships ................................................... 191

Part V: The Part of Tens ................................................. 203
Chapter 16: Ten Great Motivating People ...................................................... 205
Chapter 17: Ten (Or So) Motivational Exercises ............................................ 215
Chapter 18: Ten Daily Actions to Keep Your Motivation High .................... 227

Appendix: Resource List .............................................................................. 235

Index ............................................................................................................ 239
Table of Contents

Introduction .................................................................................................................. 1
   About This Book ........................................................................................................ 1
   Conventions Used in This Book ................................................................................. 2
   What You’re Not to Read ........................................................................................... 2
   Foolish Assumptions ................................................................................................. 2
   How This Book Is Organised ..................................................................................... 3
      Part I: Understanding the Basics of Motivation ................................................... 3
      Part II: Identifying and Maintaining Change ....................................................... 3
      Part III: Arming Yourself with Motivational Tools ............................................. 3
      Part IV: Using Motivation in Different Areas of Your Life ..................................... 3
      Part V: The Part of Tens ....................................................................................... 4
   Appendix ................................................................................................................... 4
   Icons Used in This Book ........................................................................................... 4
   Where to Go from Here ............................................................................................. 5

Part I: Understanding the Basics of Motivation .............................................. 7

Chapter 1: Introducing Motivation ........................................................................... 9
   Figuring Out What Motivation Is ............................................................................. 9
   Knowing How to Maintain Motivation ................................................................... 11
   Recognising How Motivation Helps You ................................................................ 12
   Identifying the Barriers ......................................................................................... 14
   Looking Into Your Brain or Body for Answers ...................................................... 16
      What motivation feels like .................................................................................. 16
      Watching for signs of demotivation ....................................................................... 18

Chapter 2: Exploring the Psychology of Motivation ............................................ 21
   Understanding the Stages of Motivation ................................................................ 21
      Exploring Maslow’s theory .................................................................................. 21
      Relating yourself to each stage ............................................................................ 23
   Exploring How the Psychology Can Help ................................................................. 25
      Hertzberg’s hygiene factors .................................................................................. 25
      Theory X and Theory Y ....................................................................................... 26
      The reality of Theory X and Theory Y ................................................................. 28
   Testing the Level of Motivation in Your Work ....................................................... 28
   Taking Your Mind on a Journey ................................................................................ 32
      Unravelling the mystery of Bandura’s self-efficacy .............................................. 32
      Taking control of your mind ............................................................................... 34
Struggling to Maintain Motivation ...............................................................34
Finding your inner strength ................................................................35
Overcoming the barriers .....................................................................37

Chapter 3: Preparing Yourself for Motivation ..........................41
Identifying Your Priorities ............................................................................41
Starting with the end in sight ................................................................42
Highlighting what matters to you ......................................................43
Getting Yourself Ready .................................................................................44
Choosing a start date ..........................................................................44
Committing to the first action ............................................................45
Creating a Motivational Environment .........................................................46
Evaluating your environment .............................................................46
Motivating music .................................................................................48
Setting up a supportive network ........................................................49

Part II: Identifying and Maintaining Change ................ 51

Chapter 4: Summoning the Motivation to Change  ..................53
Finding a Catalyst for Change .................................................................53
Taking Your First Steps ........................................................................54
Discovering Values That Motivate ..............................................................56
Recognising Your Roadblocks ............................................................57
Identifying your demotivators ...........................................................58
Acknowledging your excuses .............................................................58
Making Use of the Positive By-Products .....................................................59

Chapter 5: Goal Setting .................................................................61
Defining Your Goals ...................................................................................61
Applying the SMART rule ....................................................................62
Taking steps to action .........................................................................64
Prioritising Your Goals .............................................................................66
Deciding the focus ...............................................................................66
Choosing quick wins ............................................................................68
Dividing goals into achievable chunks ..............................................69
Facing Your Demons .............................................................................69
Identifying your demons .....................................................................70
Tackling your demons to keep you motivated towards your goals ..................................................71

Chapter 6: Maintaining Motivation Now and Beyond ............73
Visualising Motivation ..............................................................................73
Seeing your success ............................................................................74
Gauging your feelings ..........................................................................74
Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hearing the praise</td>
<td>75</td>
</tr>
<tr>
<td>Travelling through time</td>
<td>76</td>
</tr>
<tr>
<td>Propelling Yourself Forward</td>
<td>76</td>
</tr>
<tr>
<td>Acknowledging your success</td>
<td>78</td>
</tr>
<tr>
<td>Steering a clear course</td>
<td>79</td>
</tr>
</tbody>
</table>

**Chapter 7: Dealing with Setbacks.............................................83**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overcoming Setbacks and Struggles</td>
<td>83</td>
</tr>
<tr>
<td>Understanding setbacks</td>
<td>84</td>
</tr>
<tr>
<td>Seeing the positive</td>
<td>85</td>
</tr>
<tr>
<td>Reminding yourself of the benefits</td>
<td>86</td>
</tr>
<tr>
<td>Refocusing on the rewards</td>
<td>87</td>
</tr>
<tr>
<td>Creating Contingency Plans</td>
<td>87</td>
</tr>
<tr>
<td>Knowing who to call on for help</td>
<td>88</td>
</tr>
<tr>
<td>Updating your action plan</td>
<td>89</td>
</tr>
<tr>
<td>Knowing When Fear Affects You</td>
<td>89</td>
</tr>
<tr>
<td>Facing the fear</td>
<td>90</td>
</tr>
<tr>
<td>Controlling your fears</td>
<td>92</td>
</tr>
</tbody>
</table>

**Part III: Arming Yourself with Motivational Tools ........... 95**

**Chapter 8: Using Incentives to Motivate .......................... 97**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefiting from Incentives at Home and at Work</td>
<td>97</td>
</tr>
<tr>
<td>Creating Incentives</td>
<td>98</td>
</tr>
<tr>
<td>Personal incentives</td>
<td>99</td>
</tr>
<tr>
<td>Business incentives</td>
<td>101</td>
</tr>
<tr>
<td>Exploring Different Incentives for Different Interests</td>
<td>104</td>
</tr>
<tr>
<td>Personally speaking: matching your interest to the reward</td>
<td>104</td>
</tr>
<tr>
<td>Keeping employees happy and motivated: finding the right reward</td>
<td>105</td>
</tr>
</tbody>
</table>

**Chapter 9: Quizzing Your Brain Cells ............................... 107**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scoring Your Personal Motivation</td>
<td>107</td>
</tr>
<tr>
<td>Raising Your Personal Motivation Score</td>
<td>109</td>
</tr>
<tr>
<td>Exploring the Brain</td>
<td>111</td>
</tr>
<tr>
<td>Different sides, different processes</td>
<td>112</td>
</tr>
<tr>
<td>Recognising the differences between sexes</td>
<td>113</td>
</tr>
<tr>
<td>Are you thinking with your left side or right side?</td>
<td>114</td>
</tr>
<tr>
<td>Connecting to both sides</td>
<td>117</td>
</tr>
<tr>
<td>Practising Motivational Exercises</td>
<td>119</td>
</tr>
<tr>
<td>Activities to try</td>
<td>119</td>
</tr>
<tr>
<td>Visualisation: Experiencing the future</td>
<td>123</td>
</tr>
<tr>
<td>Stepping into motivation</td>
<td>123</td>
</tr>
</tbody>
</table>
Chapter 10: Using Neuro-linguistic Programming as a Motivating Tool .................................................. 125
  Just What Is Neuro-linguistic Programming? ............................................................................. 125
  Finding Out What Makes You Tick ....................................................................................... 126
  Using the senses in motivation ............................................................................................... 127
  Exploring the senses in more detail ......................................................................................... 128
  Looking at the other person’s point of view ............................................................................. 129
  Exploring Logical Levels ......................................................................................................... 130
  Identifying the Positive By-Products of Inactivity ................................................................... 133

Part IV: Using Motivation in Different Areas of Your Life ...................................................... 139

Chapter 11: Motivation at Work ................................................................................................. 141
  Inspiring Yourself Through Motivation .................................................................................. 141
  Realising what’s in it for me ........................................................................................................ 142
  Keeping on track ...................................................................................................................... 145
  Using multiple intelligences to strengthen your motivation ...................................................... 146
  Knowing When to Stop ............................................................................................................ 148
  Prioritising other tasks ............................................................................................................ 149
  Rewarding quick wins ............................................................................................................. 149
  Boosting Your Team ................................................................................................................ 149
  Using human desire to motivate your team ......................................................................... 151
  Exploring team goals .............................................................................................................. 152
  Identifying team barriers ........................................................................................................ 152

Chapter 12: Money Matters – Yes and No .............................................................................. 155
  The Motivating Effects of Money ............................................................................................ 155
  Exploring the hierarchy of personal financial needs ................................................................. 157
  Buying choices .......................................................................................................................... 157
  Reaping the benefits of money ................................................................................................. 158
  Linking financial incentives with goals .................................................................................... 159
  Keeping the Motivation Going .................................................................................................. 160

Chapter 13: Health and Wellbeing ......................................................................................... 163
  Avoiding Illness and Disease ...................................................................................................... 163
  Creating a Healthier Lifestyle .................................................................................................... 164
  Deciding your food priorities ..................................................................................................... 166
  Quitting smoking ...................................................................................................................... 168
  Staying sober ............................................................................................................................ 169
  Taking time out to relax and recharge ...................................................................................... 171
  Making exercise fun ................................................................................................................. 175
# Table of Contents

## Chapter 14: Developing and Growing Your Emotions and Your Behaviour

- Setting Out On Your Emotional Journey .................................................. 179
- Identifying your feelings ................................................................. 179
- Choosing the right responses ............................................................ 182
- Leaping Forward ..................................................................................... 184
- Making Personal Changes ................................................................ 185
- Growing and Developing through New Challenges ......................... 187
  - Embracing change ............................................................................... 187
  - Leaving your comfort zone ............................................................. 188

## Chapter 15: Motivating Your Relationships

- Identifying What Motivates Your Family ............................................. 191
- Examining your family’s motivators .................................................. 192
- Meeting your family’s preferences ..................................................... 193
- Knowing What Motivates Your Colleagues ........................................... 194
  - Creating a motivating support group .............................................. 194
  - Exploring a win/win approach ......................................................... 195
- Acknowledging Individuality ................................................................. 196
  - Exploring hidden talents ................................................................. 196
  - Embracing personal choice .............................................................. 197
  - Tuning into other people’s values .................................................... 197
  - Thinking about individual preferences ........................................... 198
- Discovering Your Mindsets ................................................................. 198
  - Knowing why mindsets matter ........................................................ 199
  - Changing your mindset .................................................................... 200

## Part V: The Part of Tens

## Chapter 16: Ten Great Motivating People

- David Beckham ................................................................. 205
- Richard Branson ................................................................. 206
- Winston Churchill ................................................................. 207
- Lewis Hamilton ................................................................. 208
- Nelson Mandela ................................................................. 208
- Jamie Oliver ................................................................. 209
- The Queen ................................................................. 210
- JK Rowling ................................................................. 210
- Margaret Thatcher ............................................................. 211
- Tiger Woods ................................................................. 212
# Motivation For Dummies

## Chapter 17: Ten (Or So) Motivational Exercises

- Using Similies to Boost Your Motivation: 215
- Thinking Like a Child: 216
- Taking the Brain’s Perspective: 216
- Drawing a Motivated Person: 218
- Using Role Models: 219
- Taking a Different Approach: 219
- Creating a Motivational Resource Bank: 220
- Having Fun with Pictures: 222
- Motivation Through Exercise: 222
- Playing the Game of Reversal: 224
- Six Words Motivational Exercise: 226

## Chapter 18: Ten Daily Actions to Keep Your Motivation High

- Keeping Focused On Your End Goal: 227
- Taking Time Out to Speak with Your Friends: 228
- Planning Your Time: 229
- Having Contingency Plans in Place: 229
- Tuning Into Your Intuition: 230
- Knowing the Value of Half Time: 230
- Dealing with Your Fears: 231
- Doing Something Enjoyable Towards Your Goal: 231
- Keeping Your Confidence High: 232
- Rewarding Yourself for Successes along the Way: 232

## Appendix: Resource List

- Books: 235
- Training and Coaching Websites: 236

## Index

- 239