

Motivation

Motivation: what it is and how it works

- What is motivation?
- Common misconceptions about motivation

How to get motivated and take action

- Schedule your motivation
- How to get motivated (even when you don't feel like it)
- How to make motivation a habit

How to stay motivated for the long-run

- How to stay motivated by using the goldilocks rule
- How to reach peak motivation
- What to do when motivation fades

What is Motivation?

“At some point, the pain of not doing it becomes greater than the pain of doing it.”

Steven Pressfield [The War of Art](#)

At some point it is easier to change than to stay the same.

- It is easier feel insecure at the gym than to sit still and experience self-loathing on the sofa
- It is easier to feel awkward making the sales call than to feel disappointed about your sales
- It is easier to risk rejection by making a job application than to keep on visiting the Job Centre

Every choice has a price, but when we are motivated, it is easier to bear the inconvenience of action than the pain of remaining the same.

Common Misconceptions About Motivation

Motivation doesn't come from watching a motivational video or reading an inspirational book

- Motivation often comes after starting a new behaviour, not before
- Active inspiration can be a far more powerful motivator than passive consumption
- Motivation is often the result of action, not the cause of it
- Getting started, even in very small ways, is a form of active inspiration that naturally produces momentum

You don't need much motivation once you've started a behaviour.

- Nearly all of the friction in a task is at the beginning.
- After you start, progress occurs more naturally.
- It is often easier to finish a task than it was to start it in the first place.

One of the keys to getting motivated is to make it easy to start



How to Get Motivated and Take Action

Many struggle to find the motivation needed to achieve goals

- We waste too much time and energy on other parts of the process

The key is automate the early stages of your behaviour

- Schedule your motivation
- Establish your rituals
- Make it a habit

Schedule Your Motivation

Setting a schedule for yourself seems simple but

- It puts your decision-making on autopilot by giving your goals a time and a place to live
- It makes it more likely that you will follow through regardless of your motivation levels

For example:

- If your workout doesn't have a time when it usually happens, then each day you'll wake up thinking: "I hope I feel motivated to exercise today."
- If you don't have a scheduled time when you write every week, then you'll find yourself saying things like, "I just need to find the willpower to do it."
- If you don't have a time when you check the job boards, then each day you'll be wondering if you missed a great job

"If you waste resources trying to decide when or where to work, you'll impede your capacity to do the work."

Establish your rituals

Establish your rituals (your pre-game warm-up)

- Provides a mindless way to initiate your behaviour
- Makes starting your habits easier and that means
- Following through on a consistent basis is easier

Good rituals remove the need to make a decision:

- What should I do first?
- When should I do this?
- How should I do this?

Most people never get moving because they can't decide how to get started.

You want starting a behaviour to be easy and automatic so you have the strength to finish it when it becomes difficult and challenging.

Make Motivation a Habit

Step 1: A good routine starts by being so easy that you can't say no to it

- You shouldn't need motivation to start your routine
- For example, a writing routine could start by getting a glass of water
- An exercise routine could start by putting on trainers

Step 2: Your routine should get you moving toward the end goal

- A lack of mental motivation is often linked to a lack of physical movement
- Your mind and your motivation will follow your physical movement

Step 3: You need to follow the same pattern every single time

- Your routine tells your mind, "This is what happens before I do ____."
- Your routine is basically creating a "reminder" for yourself
- Your routine is the trigger that kick-starts your habit

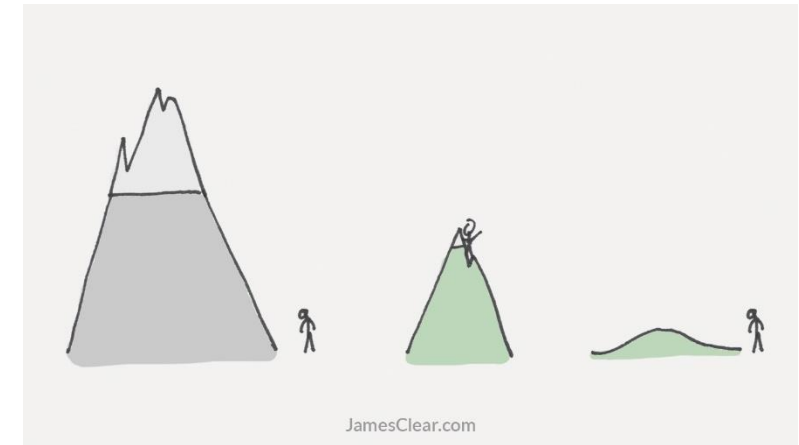
Make Motivation a Habit



Stay Motivated Using the Goldilocks Rule

The Goldilocks Rule - we experience peak motivation when working on tasks that are right on the edge of our current abilities.

- Not too hard
- Not too easy
- Just right



We love challenges, but only if they are in the optimal zone of difficulty

- Tasks that are significantly below your current abilities are boring
- Tasks that are significantly beyond your current abilities are discouraging
- But tasks that are right on the border of success and failure are incredibly motivating to our human brains
- We want nothing more than to master a skill just beyond our current horizon

Peak Motivation

Aiming for a blend of happiness and peak performance sometimes called flow

- Flow is what athletes and performers experience when they are “in the zone.”
- The mental state when you are so focused on the task at hand that the rest of the world fades away.
- Flow could be described as your state of peak motivation.

Measurement is also a key factor in motivation

- Face an optimal challenge
- Receive immediate feedback about the progress you are making



What to Do When Motivation Fades

Treat your mind is a suggestion engine

- Consider every thought you have as a suggestion, not an order
- They are merely options we have the power to choose which option we follow.

Discomfort is temporary

- Maintain perspective. Your life is good and your discomfort is temporary
- Step into this moment of discomfort and let it strengthen you

You will never regret good work once it is done

- Have we ever found ourselves feeling worse after the hard work was done?
- Sometimes, the simple act of showing up and having the courage to do the work, is a victory worth celebrating

This is life

- This moment when you don't feel like doing the work? This is not a moment to be thrown away.
- This is not a dress rehearsal. This moment is your life as much as any other moment
- Spend it in a way that will make you proud