

Train the Brain Vol. III

Consistent Motivation

It's Always There; Make it Work

As a Coach, I specialise in showing people how to use more resourcefully what they already have, which usefully presupposes they already have a great deal! By knowing how to be more resourceful with your motivation you will work harder, play longer and achieve even greater personal and professional success.

Toward To V's Away From

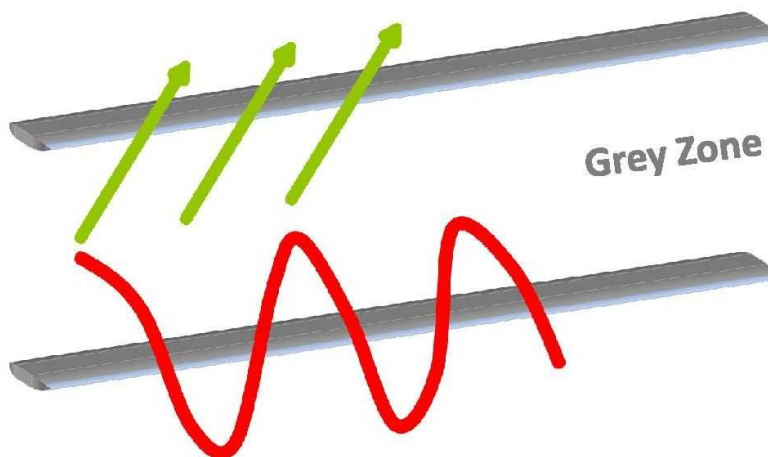
It is useful to see motivation as a constant, as opposed to something we either have or do not have, with two main different types:

- Toward To
- Away From

No matter what we do each day we are constantly being driven by motivation. We are always either motivated *toward to* what we want or *away from* what we don't want. If you 'veg' out on the sofa, you may be motivated toward chilling, or away from exercise. When exercising, you're either motivated toward having a defined body or away from having a fat one. When you earn money, you're either motivated toward to having a certain amount of \$ or away from being poor.

Deciding which one to use plays a vital role in the consistency of our results!

Toward To – What I want (Become Fit, \$10,000, Fun etc.)



Away From – What I don't want (Unfit, Debt, Boring etc.)

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Example of 'Away From'

Imagine you are just ok with how your body looks (*grey zone*) so your motivation to change is very low. You therefore eat a bit more, exercise a bit less and slowly put on some



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additional weight until you're down where you don't want to be. After looking in the mirror one day and saying 'What the #*%!' your motivation suddenly becomes a lot higher.

Now, if you are motivated to just get *away from* being fat (or what you don't want), as soon as you go back into the Grey Zone, you are no longer fat, you've achieved your goal so no more motivation required! Then as you no longer have your motivation, because you've achieved your goal of getting away from being fat, the weight begins to increase again and so this cycle continues!

Away from motivation is very strong and for many people who wait until they have had enough, it can be an amazing motivator to get them started. The great thing about motivation is finding what works for you and using it even more as well as finding what doesn't work for you and not using that again!

Example of 'Toward To'

You are in the grey zone, feeling just ok with your body and decide to have a six pack. Because you're aiming *toward* what you want, your motivation level increases and stays high as long as you continue to focus on what you want and not what you don't want!

So, 'Away From' can be great as a boost for getting out of a rut but 'Toward To' will consistently help you get to where you want to be!

Be careful what you think of...

Your motivation is fuelled by what you think. Only think about the outcome you want and as long as you keep it firmly in your mind, then your motivation will have more room to keep growing! When you begin to see progress, then this fuels motivation even more, so keep at it!

Useful tips:

1. With any goal, create a vivid picture of what you want and make sure you see yourself in the picture achieving what you want!
2. Keep your motivation strong by upping that bar when you need to and/or start another goal just before you finish this one.
3. Notice what zaps your motivation and change it, quickly!
4. Notice if you're slipping down into 'Away From' and just turn this around and create a picture of what you want and aim toward it!

Sláinte!

Joseph.

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