

# MOTIVATIONAL *Magic* -- Presented by Jerry Posner

*Notes, ideas, and food for thought ...*

**mo-ti-va-tion** (noun): 1. the reason or reasons one has for acting or behaving in a particular way.

Synonyms: incentive, stimulus, inspiration, inducement, incitement, spur, reason.

2. The general desire or willingness of someone to do something.

Synonyms: enthusiasm, drive, ambition, initiative, determination, enterprise.

What motivates people? What motivates YOU?

## **First ... know yourself!**

Know your own, unique B.S. (Belief System) - interpretations, assumptions, preconceived notions.

Do you have fears, biases, expectations that are outdated? Irrational? Counterproductive?

What do you stand for? What do you represent? What are your core values and skills?

What could use some improvement or adjustments, that you CAN improve or adjust?

**Then ... know your target audience.** What do they want, what DON'T they want?

What turns them on ... what turns them off? How would you know? **One size does not fit all!**

## *Two categories of human motivation:*

**Extrinsic motivation:** Motivation comes from factors external to the person being motivated.

For example: cash, non-cash rewards, perks, contests, threats/punishments, applause.

**Intrinsic motivation:** Motivation comes from factors internal to the person being motivated.

For example: morals, values, enjoyment, pride, belonging, joy of helping/serving, spirituality.

## **FIXED MINDSET VS. GROWTH MINDSET** - (from the book Mindset by Dr. Carol S. Dweck)

**FIXED MINDSET** -- Intelligence is static. Leads to a desire to look smart and therefore a tendency to avoid challenges ... get defensive or give up easily ... to see effort as fruitless ... ignore useful negative feedback ... and feel threatened by the success of others.

**GROWTH MINDSET** -- Intelligence can be developed. Leads to a desire to learn and therefore a tendency to embrace challenges ... persist in the face of setbacks ... see effort as the path to mastery ... learn from criticism ... and find lessons and inspiration in the success of others.

Fixed Mindset says: "I can't do it. I don't have the talent."

Growth Mindset says: "I'm not sure I can do it now, but I can learn to with time and effort."

Fixed Mindset says: "What if I fail? I'm a failure"

Growth Mindset says: "Most successful people had many failures along the way."

Fixed Mindset says: "If I don't try, I can protect myself and not look like a fool."

Growth Mindset says: "If I don't try, I automatically fail."

**UNDERSTANDING "TRIGGERS"** - and why this is important to you!

"Triggers" are events, circumstances, communications, interactions, words, etc.; that cause a reaction, generally automatic -- sometimes they're disproportionately dramatic! Triggers can be: Positive or negative. Empowering or diminishing. Triggers can be consciously used as tools to boost confidence and mood.

RECOGNIZE THE "THREAT STATE" AND CHOOSE THE "CHALLENGE STATE!"

**Brains work differently when we feel "threatened" by a problem or "challenged" to find a solution! Guess which one is more efficient?**

**SOME COMMUNICATIONS REMINDERS - To Create Positive Emotional Environments**

Treat people with respect by how you speak to them (tone)

Treat people with respect by what you say to them (content)

Treat people with respect with appropriate body language (your face!)

Communicate Clearly, Accurately, Kindly, Effectively ... "It's a piece of CAKE!"

How do you want people to "see" you? Project that authentic version of YOU.

Friendly, cheerful demeanor – The right balance of respect, courtesy and warmth.

Still - people "see" what they expect to "see" -- confirmation bias -- selective perception.

Nervousness or insecurity could be interpreted as dislike or disapproval, for example.

**Emotions are contagious** - stress, fear, panic are contagious - happiness and joy, also!

You can "catch" emotions from others, and others can catch them from you!

We are always communicating emotional messages, verbally and *mostly* nonverbally.

Clarity of intent is important - what results are intended with your communications?

Biases, prejudices, "preconceived notions" will affect communications in some way.

Recognize assumptions, opinions and interpretations vs. facts. Avoid "mind-reading."

People want to be listened to, and to be heard in a manner that generates mutual respect and trust.

Words are important ... tone, inflection and pitch sometimes even more so ...

especially on the phone. Body language sends emotional data (none on the phone or email).

If you perceive that your message isn't getting through – clarify!

Ask questions, listen for answers. Repeating what they say back to them, could be helpful.

Identify the "signal" ... identify the "noise." Reduce or eliminate the "noise" if possible.

"Noise" is whatever interferes with your clear communications.

Do what you say you'll do. Keep promises. Create trust and reliability.

Be VERY SLOW to judge or criticize. We never know someone's entire back-story.

## PRIME YOURSELF FOR POSITIVE RESULTS — MANAGE YOUR MOOD, SET THE STAGE!

We generally become more engaged when we are happier, calmer, confident and positive. Brains work better. We do better work. We get better results!

**BEFORE YOU TAKE ON A TASK** – think of something or someone that makes you happy. Like a recent happy event ... a victory ... a loved one. Listen to music that energizes you.

Or, think of a time when you felt powerful. And, there's always the POWER POSE (Amy Cuddy).

**Make a “To-Feel List”** -- List of feelings or emotional states you want more often. Review *regularly*. For example: happy, joyful, proud, enthusiastic, confident, grateful, compassionate, smart, lucky, appreciative, creative, energetic, professional, calm, hopeful, positive, serene, helpful, loved, valued ...

- To-Do List (of course!) - "Today's Mission" • Inspiration List • Motivational Sayings/Reminders

## THE PRACTICAL POWER OF FEELING AND EXPRESSING GRATITUDE

*Gratitude is generally an effective and practical mood elevator! Gratitude grants perspective.*

Some “Grati-Tools” --

- Take a walk (short or long), and notice all the things that you could conceivably be grateful for. Such as: life itself, pavement, electricity, trees, traffic lights, cars, sky, eyesight ... things that work! HINT: Start with your breath. **As you breathe in and out, think, "I'm grateful I can breathe."** Mentally say, "thank you" to your smart-phone, hot running water, major appliances, etc.

- Liberally and **Sincerely** EXPRESS Appreciation To Your Team and Supporters Say “thank you ... I appreciate you and what you did ... good job!” — *with matching tone and body language.*

Send thank-you notes - handwritten and otherwise (though, handwritten is best!)

- The Gratitude Journal (a.k.a. “Gratitude Diary” ... "Gratitude List") Once a day, or even once a week, write down things, people, relationships, circumstances, feelings, abilities, talents, blessings, etc. that you feel grateful for. Three, four, five or more. Be specific. *Think: what are some of the many reasons I have to feel grateful, thankful, appreciative.*

---

What are limits of your potential? Brains can be "rewired" -- Neuroplasticity. How can brains adapt? Persistent practice! Practice makes and reinforces habits / routines!

**PLAN YOUR WORK ... AND WORK YOUR PLAN! PRACTICE MAKES HABITS!**