

# UNDERSTANDING *My Motivation*



**Your ambitions propel your momentum**, but knowing your **internal desires drive your purpose** and **attract soulful opportunities** to you. Are you wondering if you're **taking the right approach towards fulfilling your goals?**

**Y**ou've most likely been in a situation when you've executed a *big idea* backed up by so much passion, optimism and excitement! That big idea could have been: a business idea that could have helped you leave your 9-5 job, a healthy living plan aimed towards losing unhealthy pounds, starting a Facebook group dedicated towards personal growth or starting a non-profit to help vulnerable groups of people bounce back into society. Whatever your idea was, no doubt you had big plans behind your execution. You probably expected many others to share the same excitement and ambition as you, but as you quickly may have found out, your idea



didn't gain a lot of popularity or attention. No doubt you placed good intention into it - all for the betterment of others. You were in the mindset, '*if I build it, they will come.*' You put in a lot of money towards developing a fancy website, and dedicated a lot of your time creating attention grabbing social media posts, but your idea no longer seemed like a big idea as *nobody came*. It quickly became an idea with little impact and your motivation took a beating...

### ***NO IDEA IS A BAD IDEA***

Maybe you've turned your back on your *big idea*, maybe you've lost motivation all together, maybe you feel as if you've lost credibility amongst your circle. These aren't good reasons to give up on something that you were

once excited about. It's true, no idea is a bad idea. What you need to do is to go back to that very moment when your *big idea* was blossoming.

- **Write down** all the feelings and emotions that you were feeling.
- **Provide details** about the type(s) of people your idea could benefit. What age group? What gender(s)? What types of personalities and characteristics do these people have?
- **Understand the needs** of the people that your big idea is meant to benefit.
- **Research people** that have a similar *big idea* as you and who have been successful at implementing it. How were they able to gain loyalty?

# WHEN YOU FULLY UNDERSTAND THE INTENTIONS BEHIND YOUR MOTIVATIONS, YOU BEGIN TO SET CLEAR, DEFINABLE GOALS

## ***BECOMING AWARE OF YOUR MOTIVATIONS***

Gaining clarity on how you were initially motivated to pursue your *big idea* can be a game changer. Ask yourself, which one of these two types of motivations were steering you:

**Internal** - developed through your inner passions, beliefs and values. The most powerful type of motivation because it fuels your creativity, it's authentic to who you are, and you can successfully cultivate it on your own.

**Extrinsic** - driven by extrinsic rewards by the world around you such as: recognition, money, and popularity. This type of motivation is temporary and you feel challenged each time an extrinsic reward wears off.

There has been a numerous amount research done citing that intrinsic motivation ultimately leads to insurmountable success for an individual. Today, there is also neurological evidence that behaviours triggered by intrinsic motivation increase activity in the mid-brain (in the anterior cingulate cortex and the anterior insula). causing dopamine, a feel good hormone to be released.

## ***RECOGNIZING AND DEFINING YOUR 'WHY'***

Ask yourself, '*Did I fully relate to my big*

*idea on an emotional level?'* In other words, **why** were you driven to pursue your *big idea*? In 2009, Simon Sinek an author and speaker gave an inspirational TED talk called, *Start With Why*. In his talk, he outlined what he calls the *Golden Circle*:

**Why** - this is the centre (the target point) of your circle. It's your purpose and it defines your cause, reveals what you believe in and reveals your values.

**How** - the second layer of your circle. It's your visions and it outlines your processes. These are your goals in small action steps that helps to actualize your *why*.

**What** - the outer layer of your circle. It's the result of your *why*. What is it exactly that you do?

With this information begin to think intrinsically before putting your *big idea* out onto the main stage. What intrinsically motivates you? Reflect upon and apply your core values to your vision. When you find yourself engaging with your *big idea* through your values; you will come to understand your *why* and begin to work from a place of purpose rather than a place of reward seeking.

It's from this place, you will notice, 'the magic happening.'



**HAVE YOU TAPPED INTO YOUR INTRINSIC MOTIVATORS? (IF YOU AGREE WITH MOST OF THESE, YOU MAY NEED TO FURTHER HONE IN ON YOUR INTERNAL DESIRES)**

- You're exclusively extrinsic
- You haven't defined your values yet
- The ego may be in control of your thoughts
- Too much focus on what others may be doing rather than giving attention to your purpose
- Giving into fear based thinking rather than solution-focused thinking
- You're under utilizing your passions/ undervaluing your skills
- Exhibit a lack of awareness surrounding your goals

**HERE ARE 10 WAYS TO GET INTRINSICALLY MOTIVATED**

**#1 Outline your strengths.** What are your strengths? Why are they so unique to who you are? List them and then write down how you can use them to achieve your goals.

**#2 Connect with a cause.** What large scale issues are important to you? Why? How do you identify with them? Can you relate your personal story with adversity to a cause? What is your personal story? How can you emotionally connect with others through your story?

**#3 Recognize your autonomy.** Instead of focusing too much on how you may be restricted, give more attention to the control and power you do have over yourself and use that to take action on your goals.

**#4 Envision your future.** Understand the journey that you aim to be on. What do you really want to do? How will you achieve it? Visualize the process and create a plan.

**#5 Be consistent.** Create small, daily goals each day and be consistent with your practices. The more you fulfill your goals, the more motivated you will become to further fulfill your visions.

**#6 Create a growth mindset.** Use your past failures as opportunities to learn and to build more awareness within you. Feed your mind with optimistic, solution-focused thoughts. Be strategic rather than doubtful.

**#7 Practice self discipline.** Stay focused on your purpose. List the many reasons that your ideas will help others live happier lives.

**#8 Compete against your own personal bests.** Make continuous progress by making daily goals to out-do yourself from the day before and become more productive day-after-day.

**#9 Do more of what you love.** Getting lost in your interests or hobbies will boost your creative flow and intrinsically motivate you.

**#10 Develop self mastery.** Align your passions with your learning. Acquire more knowledge and skills about what interests you. Initiate personal inquiry projects for the sake of fulfilling your curiosities. You will be surprised to see where this leads you!