

Self-motivation

Chapter 6

Key Learning Point



How to motivate yourself

Basic motivation involves a three phase cycle. There is always a need to start with, or desire if you prefer, that stimulates a behavioural response directed towards a goal which, once attained, then satisfies that need or desire.



Figure 4: Self-motivation

Let's take hunger as a simple everyday example to illustrate the point. When you are hungry you will have goal-directed behaviour. You will go to your refrigerator or stove, prepare your food and consume it. The consumption of the food, of course, is the goal which satisfies the hunger need. Everyone can relate to that – a straight forward biological need – and we do not have to do anything about resuscitating the need because our normal physiological system will ensure that we become hungry again automatically after a period of time. The point I want to emphasise is that a satisfied need is not a motivator of behaviour. This is important to realise when you are motivating yourself, because you have to initially establish and then continually re-establish the need or desire yourself if you are to become fully self motivated.

A satisfied need is not a motivator of behaviour

Key Learning Point



Cultivating desire

How do you cultivate that desire? Basically you focus on the rewards of the goal. You ask yourself three questions: 'What are the obstacles in my path to this goal?'; 'What are the rewards for me on attainment of the goal?' and 'Does the long-term pleasure to be derived outweigh the short-term pain in overcoming the obstacles?' This short-term 'pain' is the price to be paid in terms of time, effort and money. Does the expected return justify the investment? Once you have answered those questions you can decide whether your desire is strong enough. Bear in mind what was said in the very first chapter about the pain and pleasure principle. You will find that this principle, simplistic though it may seem, underlies your behaviour as your actions will be governed by your need to avoid pain or desire to gain pleasure. And remember your brain is programmed to do far more to avoid pain than to gain pleasure. So your desires and needs, in the form of your associations with pain or pleasure are the motivational forces within you. To change your behaviour (and, therefore, the results you produce in life), you must focus upon how not changing your existing behaviour will be more painful than changing it as well as how changing it will bring you pleasure in the long-term. Unfortunately most of us tend to do what we do for short-term pleasure or to avoid short-term pain rather than taking the correct view of visualising the long-term pain that will be avoided and the long-term pleasure that will be gained by changing our behaviour. To change our behaviour we have to change what we currently link to pleasure and pain. We do this by again utilising the autogenic conditioning technique.

Key Question



Key Learning Point



To change our behaviour we have to change what we currently link to pain and pleasure

Achievement motive versus fear of failure

Let's now look at the achievement motive versus the fear of failure. I am sure you will have experienced this at some stage in your life. You have probably been in positions where you wanted to achieve a certain goal, had developed a plan and taken action steps, but suddenly encountered obstacles which led you to start doubting your own abilities. You became anxious about the success of your project, and were no longer confident of its successful achievement. That is where the fear of failure entered the picture to remind you of past mistakes. This should have been the time for you to concentrate on what you wanted and not on what you did not want. You should have used the 'switching' technique. This involves controlling your own focus of thought and whenever you catch yourself thinking about the possibility of failure, you immediately direct your thoughts to ones of success. You have to bolster the achievement motive so that it completely outweighs the limiting fear of failure. You do this by focusing on your past successes and continually reminding yourself of the successful person you are. You can reflect right now on a period in your life when you felt really good about a certain achievement. Bring that back to mind and focus again on the feelings that you had at that time. See yourself as the winner that you were then and realise that you still have those same qualities now even though they may have been suppressed for a while. All you have to do is to re-use them – and realise that you have whatever you need to be a success. But, you must take action and give yourself the opportunity of exercising your qualities. Concentrate on your strengths, and delegate your weaknesses. Everybody has weaknesses. If you focus on them that is your choice but it will definitely hinder your progress. If you recognise that you have certain weaknesses that are preventing you from progressing at a much faster rate then, by all means, plan to transform them into strengths. People 'fail' because they neither recognise nor use the strengths which they possess and tend to dwell too much on their weaknesses and limitations.

Concentrate on your strengths and delegate your weaknesses

Key Learning Point



Action Checklist



Six characteristics of self-motivated people

What are the characteristics of self-motivated people? There are six basic traits:

1. Vision

Firstly, they have a *vision* of what they want. On a regular basis, they use their imagination which is a faculty largely ignored in our modern education system. Take, for example, an architect. How can a building be constructed without plans and without knowing the purpose of the building? The architect can't possibly draw the plans without knowing the purpose of the building and obviously the construction workers cannot start until they have a plan. So a *vision* of the end result is essential to stimulate the motivational drive to take the necessary action. The more clear-cut this VISION is, the stronger the motivational drive, and regular autogenic conditioning will develop this clarity of *vision*.

2. Self-confidence

The second characteristic of self-motivated people is that they have *self-confidence* and, as a result, a positive self-image. As this subject was fully covered in Chapter 5, no further elaboration is necessary here.

3. Positive mental attitude

A *positive mental attitude* is the third characteristic of self-motivated people. This attitude must be consistent with the person's self image. It is pointless having

a positive attitude if at the same time he believes, perhaps subconsciously, that he is not worthy of his goals and therefore, holds on to an inadequate self-image. The two must be compatible. He must become solution orientated. All too often, when problems arise the tendency is to focus on the problem and start asking questions such as: 'Why did I get into this situation?', or 'Why does it always have to happen to me?' As mentioned in the previous chapter, if you continually ask yourself negative questions, your brain will search your memory bank and will come up with negative answers – it will tell you why you failed – in fact it will give you a choice of reasons. ('Because you are a 'dummy'; 'You are stupid', 'You failed at school', 'You have no money', and so on.) It will look for answers, the nature of which are pre-determined by the questions. Fortunately the converse also applies. When you ask positive questions, your brain will search for and come up with positive answers. You should develop the habit of starting every day by asking yourself certain questions which will help you focus on the positive aspects of your life and set the tone for the day ahead. Questions such as: 'What is great about my life right now?' 'What areas of my life are really satisfying?' 'Who can I compliment or praise today?' This power of asking the right questions is also the key to developing a success expectancy which is the fourth characteristic of self-motivated people.

Key Learning Point



The questions you regularly ask yourself determine your focus

4. Success expectancy

Success expectancy comes about through having the right belief system. All self-motivated people have a belief that they can and will win. That initiates the expectancy of success which brings the law of attraction into play. When you believe you can do something and then expect it to happen – when you can visualise your goals as achieved on a regular basis – you start to attract to you the situations, people, ideas, suggestions and thoughts – that will move you towards your goals.

5. Self-discipline

Self-discipline is the fifth vital characteristic of self motivated people. It is mental and physical toughness and needs regular exercise. Physical exercise helps build *self-discipline* on its own. But it is even more important to have regular mental exercise, in the form of daily autogenic conditioning – twice a day for 20 minutes each session. Relaxation also forms part of the process. Exercise and relaxation go hand in hand – they are both therapeutically beneficial as well as contributing towards developing your *self discipline*. They are two sides of the same coin.

6. Persistence

The sixth and final characteristic and I believe the most important one of them all for self-motivated individuals is *persistence*. You must continue keeping on whenever it seems as though you are at a ‘dead-end’ or you have come up against obstacles that you can’t immediately overcome. That is precisely the time when you have to keep going. So many people give up when they are within touching distance of their goal. It was Napoleon Hill who said: ‘Winners never quit – quitters never win’. *Persistence* is vitally important. Where would we be today without people like Thomas Edison, (referred to in Chapter 5), who ‘failed’ 10,000 times, in his experiments to invent the electric light bulb? Now what would most people have done under the same circumstances? I am sure a lot would have given up after ten failures or a hundred, certainly after a thousand. But Edison didn’t. His attitude was such that he was progressively eliminating the alternatives. He was looking for ways that worked and his ‘failures’ were seen as the ways that didn’t work. With that attitude he could not possibly fail. Each so-called ‘failure’ was a learning experience in his mind; it was negative feedback from which he learned and then moved on, ensuring that whatever errors had been made were not repeated.

Persistence is a habit which becomes increasingly stronger the more you bring to mind the benefits that you will reap on successful achievement of your goals. In this context, persistence is another important by-product of regular autogenic conditioning. One of your goals should be to develop the habit of persistence. Any habit is cultivated by repetition. It follows that if you repeatedly use your imagination and willpower to ensure that you see each task, no matter how small, through to a successful conclusion you will be acquiring the habit of persistence which will become part of your automatic behavioural responses when pursuing your larger goals.

Strengthening your motivation

The strength of the motivational forces within you depends on the associations you have made, both consciously and unconsciously, with what causes you pain and pleasure. You can heighten your motivational drive by increasing the emotional intensity of these associations through autogenic conditioning. Bob Richards, one of America's motivational experts, was born with a club foot but overcame that disadvantage to the extent that he became an Olympic athlete. He subsequently became an outstanding public speaker and wanted to help others achieve their goals. He had a simple three phase formula for self-motivation: 'You are what you think; you are what you go for; and you are what you do'. Let's take those in sequence.

Key Learning Point



'You are what you think; you are what you go for; you are what you do'

Bob Richards

Firstly, 'You are what you think'. Virtually every chapter in this book mentions the power of thought, usually in the positive sense. But let me put a negative thought to you to illustrate a point. If I ask you not to think of an elephant,

what immediately springs to mind? You can see that elephant in all its glory, can't you? There it is flapping its ears, in full colour. Now that is the power of thought. You see if you do not wish to focus on what you do not want, you will not succeed by telling yourself not to think about it. Instead you need to consciously switch your thoughts to what you do want – it is, after all, your choice. Your thoughts start the chain reaction effect. If you want a successful life it presupposes a continuing cycle of successful years, months, weeks and days, each successful day comprising a series of successful acts. So, by ensuring you do your best in whatever activity you happen to be performing at that moment, you are pre-ordaining a successful life, as there is a cause and effect relationship between thought and attitude, between attitude and behaviour, between behaviour and performance, between performance and results and finally between results and your life. Consequently, control over your thoughts will lead to control over your life. Self-motivation is based on the scientific principle that you become the product of your dominant thinking. You must, therefore, see how tremendously vital it is for you to control the thoughts that enter your mind.

Control over your thoughts will lead to control over your life

Secondly he said: 'You are what you go for'. That emphasises the significance of setting and striving for goals. It is impossible for you to become truly self-motivated without having written, challenging, specific, measurable and prioritised goals. They are essential for your ultimate success in life as who you become in the process of striving for your goals is far more important than the actual attainment of the goals themselves.

Bob Richards' third point was; 'You are what you do.' Here let me repeat again as I have done so often in this book – nothing is going to change in your life until you transfer principles and techniques into *action*. Whatever you have read in this book must be reinforced by the activities and exercises provided

Key Learning Point



and be assimilated into your life by your daily actions. Use them every single day of your life. You must consciously and deliberately put these principles into practice for yourself because that is the only way that your desired results will come about. Nothing is ever going to happen without you **doing** something. By now you should have set your goals, developed a plan of action and transferred the prioritised action steps into your diary or 'To Do' list which you update daily. There is thus no reason (excuse?) not to go into action – so do it!

Key Management Concept



Neuro-Linguistic Programming (NLP)

Your results in life will be determined by your behaviour and your behaviour in turn is dictated by your state (a combination of your thoughts, feelings and attitude). If you were able to control this state and therefore ensure your most resourceful behaviour, then it follows that you would be able to consistently produce the results you desired. Well the good news is that you can. Neuro-Linguistic Programming (NLP) has given us some of the most powerful breakthrough techniques in personal development that I have encountered over the many years I have been associated with the subject. I honestly believe that NLP has done for personal development what the computer did for the business industry. However, I should add that there are now many strains of NLP and I certainly do not subscribe to a number of the off-shoots. Like anything else, you should take what you prove to yourself to be beneficial and discard that which does not work. This book is a compilation of different principles and techniques which I have proved over the years work and they come from a variety of different sources, NLP being one of them.

Key Learning Point



By controlling your state you can consistently produce the results you desire

Neuro-Linguistic Programming tells us that we represent any experience through a number of our senses but predominantly the three major senses of visual (sight), auditory (hearing) and kinesthetic (feelings). The other two senses, those of gustatory (taste) and olfactory (smell) are not considered part of the major representational system when dealing with state management.

Personal state management

The principle to be used in accessing your most motivated state is that of the stimulus/response. I'm sure you can remember back to your first love affair. Perhaps there is a piece of music which, when played, takes you back to those days and you can even remember for example the particular restaurant and the meal that you had and what your partner was wearing and even perhaps some of the conversation that took place on that evening. The music in this instance provides the stimulus or trigger. The experience is then represented in a visual, auditory and kinesthetic manner. So you would recall that experience by means of what you saw, what you heard and what you felt during the playing of that music at the restaurant.

The NLP theory is that if you can now formulate the composition of this motivational strategy from an experience that caused you to feel highly motivated, you can use this self same formula to motivate you to do what you would like to be motivated to do but which currently you are not.

The exercise involves casting your mind back to a time when you felt totally motivated. Ask yourself what was the very first thing that caused you to feel totally motivated? Perhaps it was something you saw, or something you heard, or something you felt? Whatever it was, write it down. Then ask yourself what was the very next thing that caused you to feel totally motivated? Was it something else that you saw, was it something else that you heard or was it something else

that you felt? Write that down. Do this again for another couple of times or until such time as you feel you have fully recaptured that motivated state.

In between the questions you should ask yourself: 'On a scale of 0 – 100, 100 being totally motivated, where am I now?' Once you have answered in excess of 90 to that question, you should anchor that state with a physical stimulus. (NLP terminology uses 'trigger' and 'anchor' synonymously and both of them mean a stimulus. So initially, you are attempting to 'anchor' a state which you can later 'trigger' at will, by using some form of stimulus such as a clenched fist and punching the air and perhaps at the same time shouting out loudly 'YES'.)

Once you have established your trigger, you need to test it. You do this by breaking the pattern of your previous thoughts through focusing on something completely different. Then you activate the trigger and determine for yourself whether you have recaptured that totally motivated state. If you have, that is great. Then you need to repeat the exercise of breaking your thought pattern and reactivating your trigger at least six times today and then a further 12 times tomorrow until it has become automatic. If you found that activating the trigger did not recapture your totally motivated state then you need to go back again into the experience and play around with some of the representations. For example, if the first thing that caused you to feel totally motivated was something you saw, then bring that picture to mind and start manipulating that picture in your mind's eye. Generally speaking, if you make that picture bigger, more colourful, much clearer and you mentally transport yourself into the picture so that you become fully associated with it, your feelings should greatly intensify. (You need to prove this to yourself as some people – a minority – find that it works the opposite way with them.) In the same way you can manipulate an auditory representation by changing the sound – making it louder, giving it greater resonance and clarity. Similarly with a kinesthetic representation, you would enhance whatever feelings you had experienced at the time. You need to do this until you are able with absolute confidence to say that you are at least in excess of 90 per cent on your motivational scale.

There is a classic NLP term that is so appropriate to personal success: *'You lose what you don't use!'* It is one thing knowing how to access your most motivated state when you want to and having the necessary trigger to do so, but it is another thing entirely to apply it. So please practice using your trigger in actual situations where you need to be at your best and then determine the effectiveness of it. (Naturally, you do not have to physically punch the air and shout 'yes' at the top of your voice just prior to a presentation to a board of directors! You can simply visualise yourself activating the trigger and your motivated state will be accessed.)

You lose what you don't use

Key Learning Point



Mirroring and matching

Another NLP technique which is highly beneficial in motivating yourself involves creating rapport with someone else. This is done by what is known as 'mirroring' or 'matching'. This basically involves mimicking the other person's body language in a subtle, non-threatening manner. When using the 'mirroring' technique, it is as if you are looking into a mirror and therefore you would replicate whatever the other person was doing with their left side of the body with your right side and vice versa. When 'matching' someone's body language, you would move the right side of your body into the positions adopted by the other person's right side. Initially, the body language should either be mirrored or matched (never a combination of the two) so that you are following, after a comfortable and appropriate time span, the body movements of the other person. This is known as 'pacing'. When you feel that you may have established rapport, you can check whether this has been achieved by 'leading' in body language movements and seeing whether the other person follows suit. As soon as they do, you know that you have achieved

subconscious rapport and your client or customer is now very receptive to what you have to offer. The important point to remember in this exercise is the subtlety and timing of your movements so as not to make it blatantly obvious that you are copying every move the other person makes.

Values

Your values play an important role in your motivational level. You have positive, ‘moving towards’ values and simultaneously you hold negative – ‘moving away from’ or repelling values. It is essential for our eventual goal achievement that we do not have any conflict between the positive and negative values. For example, if your most important positive value was success and at the same time your most important negative value was the fear of failure or rejection, you have a major conflict and are most likely to sabotage your action steps *en route* to your goal. It is again the pain and pleasure principle coming into the picture. The answer in cases such as these is to understand that no true and meaningful success will come about without enduring a certain amount of short-term pain. This pain could be the sacrificing of time, effort or money, the possibility of embarrassment or humiliation, the risk of losing what you currently have and so on. You now need to link as much pain as you can to not taking the action steps which you have planned and then focus on the tremendous pleasure that will be gained from successful attainment of the goal.

Key Learning Point



You must eliminate any potential conflict between your positive and negative values to avoid sabotaging your action steps

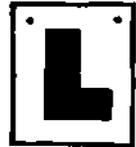
Decision making

To motivate yourself continuously, you need to become an effective decision maker. The way to do this is to make more decisions. The more decisions you make the better you will become at making them. You may well make a number of bad decisions initially but these should be seen as the learning experiences that they are. Of course, you should do what you can to avoid repeating those same mistakes. However, you will never become a good decision maker by vacillating over decisions or by waiting until you have the full set of facts in front of you.

To become an effective decision maker – make more decisions

An effective decision making method and a very simple one is the PMI technique. This is where you would take a sheet of paper and divide it into three columns and head the first column with 'P' which represents the positive points of the matter you are going to decide upon, 'M' the minus points associated with the matter and 'I' the interesting points. Once you have listed all the positives, minuses and interesting points, you need to place a value to each one of them. In other words give each point a rating on a one to five basis. So, for example, you would rank your positive points on the basis of their value to you on a scale of one to five. They would be contrasted with the minus points which would have a negative rating, also on a one to five scale depending on how detrimental they would be to the outcome of the matter. Where the positives and the minuses almost balance each other, then the interesting points could be taken into consideration and here you can give each interesting point either a positive or a negative rating and then add those up. This is obviously a very logical way of making decisions. My advice to you is that you bring in right brain and once the logical decision has been made, do some autogenic conditioning and attempt to visualise and emotionalise the decision in force. This will help you to get some intuitive feeling about the decision.

Key Learning Point



Activity



Key Learning Point



Always make your decisions on your vision of what you want rather than on fears of what you do not want

Reframing

Another effective NLP technique that you can use to motivate yourself is reframing. Reframing means changing the point of view that you take to a particular situation. You will know that if you change your representation or perception of a situation and its subsequent meaning, that will alter, in an instant, your state and therefore your behaviour. You can reframe situations by changing the context or the content. Context reframing involves taking a negative situation and showing how the same behaviour or experience could be highly beneficial in another context. Content reframing involves taking the same situation and changing its meaning. It was Dr. Albert Ellis, the founder of Rational Emotive Therapy who brought to prominence the important point that it is not the activating event which causes us to react in a certain way but it is more the perception of the meaning of that event, in other words our beliefs about what that event means to us that stimulates our reaction. This means that we can greatly alter whatever negative behaviours we may have to certain situations by seeing the meaning of them differently. Reframing the initial stimulus changes the message that you are sending to your brain and consequently the responses that flow from it.

Summary

Key Learning Points



1. Basic motivation involves a three phase cycle – a need or desire, goal directed behaviour and the goal itself.
2. A satisfied need is not a motivator of behaviour.
3. The cultivation and fuelling of desire is brought about by the regular use of autogenic conditioning utilising the pain/pleasure principle.
4. You can control thoughts of failure by focusing on past successes and expected future ones.
5. There are six character traits of self-motivated people. They have:
 - a) A vision of what they want.
 - b) Self-confidence.
 - c) A positive mental attitude.
 - d) A success expectancy.
 - e) Self-discipline.
 - f) Persistence.
6. Neuro-Linguistic Programming offers simple yet powerful techniques for personal state management. By linking a highly motivated state with a stimulus, future activation of that stimulus automatically accesses that state.
7. You can improve your communication skills through body language rapport using NLP techniques like ‘matching’ and ‘mirroring’.
8. Your motivational level will be affected by the values that you hold, both positive and negative. The positive values will tend to attract you whilst the negative values will repel you. Your behaviour is then determined by the amount of pain or pleasure you link to these values.

9. To become a better decision maker make decisions more often. Any bad decisions will provide the learning experiences that will equip you to make better decisions in the future. Try to make decisions quickly and change them rarely. Use of the 'PMI' technique can greatly assist decision making.
10. You can enhance your motivational level by using another NLP technique known as 'reframing'. This means changing the point of view that you take to a particular situation through altering either the content or the context.

If this is your first reading of this book, please proceed to Chapter 7. If this is your second or subsequent reading, please carry out Activities 27, 28, 29, 30 and 31.

Activity



Activity No. 27

Determining the true reasons for desiring your goals

You know by now that, when contemplating personal goals, the '*why?*' is far more important than the '*how?*' To sustain your motivational drive at a high level you need to be continuously aware of the reasons for desiring your goals.

Therefore, on the sheets provided, write down all the reasons you can think of for wanting to achieve your goals. Do this for your four major goals. Try to come up with at least five reasons for each goal.

Once you are satisfied that you have all the compelling reasons for desiring your goals that you can think of, go back to your plans of action for each of your four major goals (Activity No. 9) and ensure that your 'Rewards and Benefits on Successful Attainment' section is revised, where necessary, to take account of all your reasons.

Statement of goal No. ____

Reasons for desiring this goal (as detailed as possible)

1

2

3

4

5

Use this format for goal Nos. 1-4.

Activity



Activity No. 28

Developing persistence

Persistence is a habit which, like any other habit, is cultivated through the repetition of a number of conscious acts. To develop persistence, the following acts must be repeated over the course of the next month:

1. Refining of your major written goals. You will be performing autogenic conditioning (creative visualisation sessions) twice daily and will therefore be crystallising the pictures of your major goals. **You should rewrite all your major goals daily for 30 consecutive days.** (See Activity No. 10).
2. Revise your written plans of action. Flexibility is the key here. As you refine your goals daily so you should change your written plans to attain them. (See Activity No. 9).
3. During your daily autogenic conditioning periods, you should focus on the rewards and benefits of successful attainment of your goals. This sustains your motivational drive at a high level, and develops persistence.
4. Daily associations with people who will encourage and support your goal directed efforts.
5. Record and review all your successes daily. (Use your two-page-per-day diary or your 'To Do' list). (See Activity No. 18.)

Activity



Activity No. 29

Compiling your own job description

Use the format outlined to write (or re-write) your job description as you would like to see it, taking into account your company's (or your particular department's) major objectives and your own mix of academic qualifications, acquired skills and experience. Then show it to your manager for his/her comment/approval/authorisation.

(Ensure you include signature blocks for both yourself and your manager on your job description.)

see over

Job description for

Position in company

Major goal No. 1 (one of the reasons for the job's creation)

Performance specifications (This breaks the major goal down into specific, measurable sub-goals with deadlines and, wherever possible, quantifiable performance standards)

(Self)

(Manager)

(Produce your own additional sheets for each major work goal)

Activity No. 30

Activity



Accessing your most resourceful state

You will know that your results are determined by your behaviour which depends, to a large extent, on the state of mind that you are in at that particular moment. This activity is designed to show you how you can initially 'anchor' a resourceful state you have had in the past and then 'trigger' or activate this state whenever you choose in the future.

Seat yourself in the position you would normally assume for your autogenic conditioning sessions. Close your eyes and focus upon a significant achievement in your past. It doesn't matter how far back you need to go but it must be an achievement which made you feel really satisfied and proud of yourself. (Refer to Activity No.22.)

Now experience the sensations of that achievement again. Try to use as many of your senses as you can to re-live the feelings that you had at that time. When you feel you have recaptured the peak of that feeling, 'anchor' that state by clenching your fist, punching the air and simultaneously shouting 'YES!'. (Naturally, it is advisable to carry out this exercise in private and where you cannot be overheard! Additionally, you may wish to choose your own 'trigger' which may be different to the clenched fist punching the air. Whatever 'trigger' you choose, ensure that it is unique – in other words, it is not a physical gesture that you make often.)

Now think of something completely different – the latest news headlines, the weather, the results of your favourite sports team, what you plan to do today or tomorrow etc.

Now activate your 'trigger' and see what happens. You should immediately change your state back to that satisfied and proud feeling. If this does not happen, then you need to go back to the initial establishment of that feeling.

To reinforce this state management ability, activate your 'trigger' at least 6 times today and repeat the exercise another 12 times tomorrow, each time recapturing the peak feeling that you had in the past. It is important to break your pattern between each one of these activations by simply thinking of something else as suggested above.

There is an old Buddhist saying: 'To know and not to use is not yet to know.' You will find this state management technique to be of tremendous value to you, **provided you use it regularly**. If you do not make regular use of it, it will lose its effectiveness. In the same way that your physical muscles will atrophy if they are not regularly used, so will your abilities to control your state. So look for instances daily where you would like to perform at your best and then use the 'triggering' mechanism to activate that state.

Incidentally, you do not have to physically manifest your 'trigger' for it to be effective. Provided you can visualise yourself carrying it out, the effects will be the same.

Activity No. 31

Activity



Pain and pleasure associations

1. Write down your most important major goal.

2. How will you feel on successful attainment of this goal?

3. Write down the four most important activities that have to be performed for you to attain this goal.

- a) Activity No. 1 :

- b) Activity No. 2 :

- c) Activity No. 3 :

- d) Activity No. 4 :

4. Now describe the 'pain' (the possible cost to you in time, effort or money, the risk involved, the chances of being rejected, embarrassed or humiliated, etc) which you have previously associated with performing these activities.

5. Now describe the 'pleasure' (remaining in your comfort zone, avoiding risk, having time, effort and money for alternative pursuits, etc) which you have previously associated with NOT performing these activities.

6. Now visualise yourself in the future having not performed any of these activities and consequently not having attained your goal. How will you feel then? Associate as much pain as you can to this possibility. Fully describe the extent of the pain you (and your loved ones) will experience if you do NOT perform these activities.

7. Now refer back to 2. above and remind yourself of the tremendous pleasure for you (and your loved ones) that will result following your successful completion of the activities. Carry out autogenic conditioning and visualise the successful attainment of the goal. Intensify your feelings by making the picture on the screen of your mind bigger, clearer, more colourful and by fully associating yourself with it. Do this by mentally transporting yourself into the picture and experiencing with all of your senses the pleasurable feelings of achievement, excitement, euphoria, pride, happiness, etc. Write down these feelings. Add to your feelings in 2.

8. Use these associations regularly, initially to remind yourself of WHY you are doing what you are doing and then, most importantly, to develop the habit of a consistently high level of self-motivation (drive).