



The Don Hutson Report

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Motivation Makes The Difference!

(Part 3 of a 6-part series on “Mastering The Mind Game”)

A motivated individual is one who has a strong, undeniable desire to accomplish a certain thing. This desire can be self-inspired, or it can be initiated by another person. Either way, motives are key elements in the process of achieving on-going success. It is nearly impossible to motivate employees who refuse to be motivated. Hopefully you will spot these individuals early in your interviewing process and, coupled with the observation of their track records, choose not to make them part of your team.

Those who have specific goals, a positive attitude, and a “can-do” spirit tend to be more receptive when it comes to being motivated. The best way managers can motivate their staff members is to create an encouraging environment around them that is consistent with desired outcomes.

The best definition of motivation I’ve ever seen is from Henry David Thoreau who said “Motivation is the pull of anticipation and the push of discipline.” Anticipation is derived from goals, objectives, dreams and visions, and the discipline is derived from a strong work ethic and a hunger to learn.

There are two dimensions of motivation: Direction and Intensity. Direction is being focused on saying and doing the most productive and appropriate thing, and intensity is the amount of effort one puts into the undertaking. This gives us four variables: positive direction and low intensity (ramp up the effort!); positive direction and high intensity (Bravo!); Negative direction and high intensity (Beware!); and Negative direction and low intensity (Nothing much happening here!).

Now that we have covered the definitions and the structure of motivation, let’s talk about practical applications. People need to go below surface thoughts and think deeply and specifically about what they want in conjunction with the why, when, how to actually make it happen.

The answers to these five questions can go a long way towards determining each person's level of self-motivation:

1. ***Do you have specific goals in writing?*** When you do, the process of seeking the goal becomes more plausible. If something is important, work from document, not just thought!
2. ***Who is in the loop?*** In other words, who will the key players be in the scenario of you reaching the goal or responding to your motive? What role will they play and how can you most successfully position yourself with them for the process to work?
3. ***What is the next step?*** You have motivated yourself to initiate the quest for what you want. Now that you are into it, frequently ask yourself "What is the next logical step?" As you continually ask that question, and take action, you will be on track to making progress.
4. ***Are you focused on the prize and intense in your actions?*** The highest achievers tend to be those who have demonstrated that they have their *afterburner for action* turned on, and they enjoy compressing more achievement into a given measurable time frame.
5. ***Are you giving yourself deadlines for certain component parts of your vision?*** Make your deadlines challenging but realistic to help you give your best effort.

Motivation plays a key role in the achievement we all want. This is primarily due to the multiplicative effect on how much effort is expended. The stronger the motivation (intensity), the greater the achievement and the shorter the time frame for achieving success.

One frequently asked question by leaders is "How can I motivate my people?" One thing you can do is to make your team members feel committed to you. One great way to do that is to frequently mention your visions and those of your organization in ways that make them feel a part of a bigger picture.

Another way is to keep the following equation in mind... $P = (K + S + A) \times M$

Legend: **P** is Performance
K is Knowledge
S is Skills
A is Attitude
M is Motivation

Good luck with achieving more by being more motivated!

*Know somebody who might benefit from these thoughts?
Feel free to forward this “Don Hutson Report” to them.*

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Don Hutson is a #1 NY Times and Wall Street Journal International Best-selling author, a Hall of Fame speaker, and CEO of U. S. Learning based in Memphis, TN

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