



6 MOTIVATIONS FOR POSITIVE CHANGE

MOTIVATION = Direction of intention, either towards or away.
A person's motivations should guide what you say.

Examples of moving towards in your life:

Examples of moving away from in your life:

THE KIRSCHNER MODEL OF MOTIVATION

MOTIVE	Towards/Away	Notes
VALUES	Right / Wrong	Values are intensely personal.
REWARD	Gain/Lose	Rewards can be intrinsic or extrinsic.
CHALLENGE	Succeed/Fail	Passion, preparation and perseverance
ESTEEM	Worth/Worthlessness	To increase or gain prestige, influence
PURPOSE	Fulfillment/Emptiness	The BIG REASONS WHY
OTHER	Pleasure/Pain	The biological basis for all motivation?

Key Ideas

Fear is the dark side of motivation. It often accompanies and clarifies motivation.
Fear is a powerful short term motivator. Desire is a powerful long term motivator.
The more motivational forces you employ, the more powerful your motivation (Stacking)

6 Questions to Determine Motivation:

What do you like about _____? Tell me more.
Why do you like that? What about that is important to you? Tell me more.
What would you change about _____? Tell me more.
Why would you change it? Why is that important to you? Tell me more.