

MOTIVATION



...the human fuel, **energy!**

Booklet | 001
Category | 001



SN0002

Introductory Booklet*

This booklet, like all that have the number 001, is the first in a series and serves as an entry point for the category. It provides a comprehensive introduction to the key concepts and themes that will be unfolded throughout the subsequent booklets in this branch of the tree. This introductory booklet serves as a foundation, laying the groundwork for deeper exploration and understanding of the subject matter in the future chapters.



The WHY



Imagine there was a way to dramatically increase your motivation; a process to find the encouragement to do whatever you want, whenever you want, and accomplish all your goals...

While motivation can be surprisingly complex and rarely falls into clear categories, it is possible to lure it purposefully by just understanding a couple of concepts and applying some exercises. With intention and practice, you can cultivate a steady flame of motivation that fuels your journey.

So, what is Motivation?

Is the impetus to initiate or maintain a particular behavior; In other words, the power that drives you to do something, the human fuel that propels us towards our goals, **ENERGY!**

Be careful not to confuse it with “inner spark”; while both are often used to describe what drives us, there are subtle differences. To be clear, in a campfire, the spark is the initial flicker igniting the fire, and motivation is the wind keeping it alive.

While there are countless ways to categorize motivation, two main types stand out:

Intrinsic and **extrinsic** motivation: the first one comes from within, driven by enjoyment, curiosity, and personal satisfaction. It thrives on activities you'll find interesting, challenging, or meaningful, regardless of external rewards, and is more likely to keep you engaged in the long-run. The other, extrinsic, stems from external factors like rewards, punishments, or social pressure. It can be effective for short-term goals or initiating action, but it may not sustain you over time.

Although these categories exist, motivation is rarely black-and-white; beyond these main categories, several subtypes offer a broader view. Often, a combination of intrinsic and extrinsic factors works together to propel you forward. That's why knowing the source of where it

comes from is important to understanding how to create or maintain that force.

Where does it come from?

It all starts with a "Why". Why do you want to achieve a certain goal? Why do you want to complete a task? When you have a clear and compelling reason, something that truly matters to you, it naturally ignites your willpower and sets your path forward, helping to overcome the obstacles that you will encounter.

Let's think about simple everyday examples: Why do we eat? Because we're hungry. Why do we sleep? Mainly because we're tired. These are basic needs with obvious "Whys". But what about our bigger goals, dreams, and aspirations? They also need a solid "Why" to give them fuel. The ability to succeed depends on having that solid "Why" and taking ownership of the activity.

Knowing that a true understanding of motivation can guide actions and enhance reasoning, asking "why" can become a tool of power, determination, and achievement. Keep in mind that lasting motivation comes from a significant reason; it cannot be bought, borrowed, or extracted; it is created when objectives are in line with willpower.

So, the next time you find yourself lacking motivation, don't just push through. Instead, ask yourself, "Why am I doing this?" Dig deep, find that true reason that resonates within you, and watch your motivation flare up.

Remember, it's not about what you're doing;
it's **WHY** you're doing it.

Tips to discover your "Why":

Write down your goals. Once they're on paper, it's easier to analyze them and uncover the motivation behind them.

Then, ask yourself "why" repeatedly. Every time you come up with a reason, ask yourself why again. Go deeper and deeper until you reach the core of your motivation.

Visualize your success. See yourself achieving your goal, experiencing the joy and satisfaction. This can help solidify your "Why" and keep you focused.

Remember, a powerful "Why" is the key to unlocking your motivation and achieving anything you set your mind to. So, ask yourself, what's your "Why"?

Exercises to explore your Motivation

Part 1 | For 7 days, test your motivation, questioning the reason behind your actions. Ask for everything, every little and obvious action, and write it down. Why am I opening the fridge? Why am I going to that place?

After a few days of doing this, you can move on to bigger tasks. Over the course of a week, you will have a list of motives to better understand your routines and your basic motivation.

Part 2 | Testing your motivation for future actions. Write down a list of tasks that you're going to do in the near future, and ask the same question. Why am I going to do those things? Are your answers aligned with your actions?

Through this method, you will develop conscious motivation for further actions and be able to make better decisions.

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