

# Own Your Motivation:

## 3 Keys to Getting Started Instead of Procrastinating

When you feel the impulse to procrastinate, micromanage, or any other dubious action, it can be hard to switch gears and get your head motivated in a more constructive direction.



### In this class, you will learn:

- What to do when you “need” motivation
- How to untangle contradictory pushes and pulls
- The critical action that aligns reason and emotion

### ***This is a hands-on, working session.***

Come prepared with a situation in which you often feel conflict about what to do. You will work individual exercises in class.

Afterwards, I will stay on the phone answering questions for up to 30 minutes.

This is a teaser for my **6-hour class, *Do What Matters Most***.

### About the Speaker

Jean Moroney teaches ambitious people with challenging goals how to manage their minds so they make better decisions, set goals that motivate, and focus their thoughts for action. From Fortune 500 executives to independent entrepreneurs, techies, and writers, Jean has shown her clients how to embark with confidence on new, uncertain projects and finish what they start.



Jean has an MS in Psychology (CMU, 1994), a BS & MS in Electrical Engineering (MIT, 1985 & 1986), and graduate training in Philosophy from the Ayn Rand Institute. She has 10 years' experience in industry as an engineer, program manager, and software consultant. Her corporate clients include Microsoft, Amazon.com, BB&T, Canadian Bank Note, and Rogers Communications.

## The "AND" List

Use this tactic when you aren't instantly motivated to do what you "should" be doing, and/or you want a simple decision process.

### 1) Write down "I am ambivalent" at the top of a page

It is important to acknowledge your motivational state in a neutral way.

### 2) Make an "AND list"

List all of your evaluations related to the action(s) you should, could, or want to do right now, each on a single line, in a single sentence, starting with the word AND in capital letters. For example:

*I am ambivalent*  
*AND I should make that phone call.*  
*AND I don't feel like it.*  
*AND It's really tricky.*  
*AND I wish it were over.*  
*AND I would rather get outside while it's light.*  
*AND I need to figure out what to say in the call.*  
*AND I need to get to the store before it closes.*  
*AND I would like to take a break.*

### Hints:

- Keep it on topic. Focus only on actions you are considering doing right now.
- Make this a list of motivations and intentions – not just a list of options. You may have several different motivations for the same choice.
- To get competing motivations onto the list, consult this list of intention words:

Should	Have to	Won't	Don't Want to
Can	Want to	Might not	Don't Wish to
Will	Wish to	Mustn't	
Might	Shouldn't	Don't Have to	
Must	Can't		

When you have listed all the actions and have expressed your evaluations about them in an AND statement, you are done with this step. 10-20 items is common.

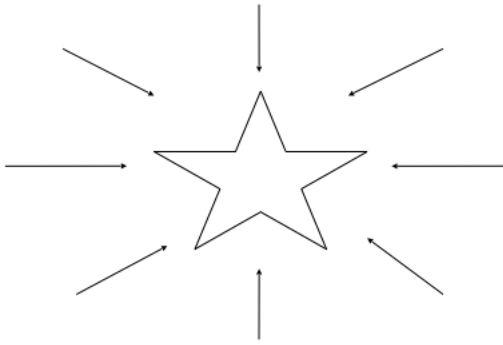
### 3) What is your takeaway?

Once you have looked at the situation as a series of facts, pause and ask yourself what to do. Then give a reason for your conclusion. For example:

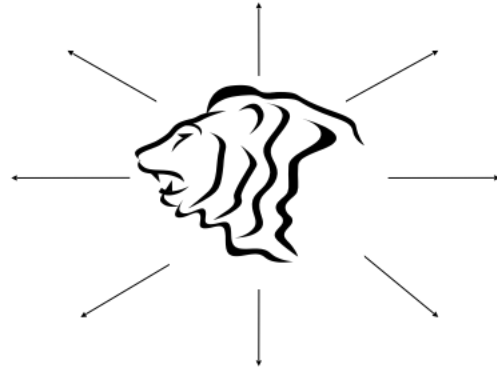
*I will spend a few minutes figuring out what to say on the call, because I think the resistance I'm feeling is due to uncertainty about what to say.*

## Two Different Motivation Systems

**Attraction to a Value**  
**“Motivation by Love”**



**Avoidance of a Threat**  
**“Motivation by Fear”**



## The Golf Course Analogy

