



SESSION #3: THE MOTIVATION FORMULA

The field of psychology has identified necessary components needed to build, sustain and amplify authentic motivation. To spark motivation, you have to have an ambition and believe it can happen (this belief is what psychologists call "expectancy"). To keep the motivation alive you have to give it true focus and attention, and you have to apply yourself with consistent effort—because with momentum comes more motivation. And to protect and fuel that motivation, you need to create the attitude and the right environment. Use the space below to help you architect even deeper motivation.

Sparking Motivation = Ambition + Expectancy

- *If I raised my ambition level even higher, the thing that I would most want to accomplish in the next 5 years would be...*
- *When I achieve that ambition, my daily life would be exactly like this...*
- *The big new skills I would have to develop to achieve that ambition would be...*
- *The big leaps and actions I would have to take would include... And I believe I can achieve these things because...*
- *The reason I truly feel I MUST achieve this ambition is...*
- *When I achieve this ambition, the way I will celebrate will be to...*

Sustaining Motivation = Attention + Effort

- *To give more attention to achieving my real ambitions, I would have to limit or stop focusing as much on this area...*
- *Over the next 90 days, the number of hours per week I'm going to dedicate to working on this ambition is...*
- *The efforts required to achieve this ambition that I must do – and I really look forward to – are...*
- *The hardest efforts or situations I'll face on the way to achieving my ambitions include...*
- *The way that I'll remind myself to honor the struggle and enjoy the journey required is to...*

Amplifying Motivation = Attitude + Environment

- *The attitude I'll need to keep as I work hard toward this ambitions is...*
- *The attitude that can sometimes get me in trouble or slow me down is...*
- *The most positive and productive thoughts that I can say to myself on this journey are...*
- *The people who I will need to get support from to help me go faster include...*
- *The way I could set up a positive work environment in advance to achieve this ambition faster would be...*