

## **How to Implement Motivation**

In a persuasive setting, you can use every quadrant of the Motivation Quadrant to your advantage. The four different areas of the grid can be used to tap into the emotions that most motivate people. Some people can only be motivated in the short-term, so you have to use desperation with them. When you tap into a prospect's passion, you have uncovered somebody who will fulfill your long-term call to action and who will willingly do what you ask her to do. She will be excited about your message and will comply with your requests. Passion is the greatest motivator. When you are inspired internally to become the best in your field, you are operating from quadrant A. You love what you do and the resulting emotional drive and desire accompany your passion as you persuade and influence others. Your passion also becomes contagious. Being motivated by passion and inspiration not only augments your own happiness but it also increases your ability to persuade and influence others.

Let's take a closer look at how all of this relates together. Those of you who have been in school can relate to one external motivation: grades. In education, grades are the primary motivational vehicle. Teachers and administrators assume that the opportunity to get good grades will motivate students to excel in their coursework. However, studies have shown, over and over again, that such outside controls are unlikely to inspire genuine intuition, creativity, deep concentration or passion. Not only will the students lack these attributes, but they will also likely find the grading process unpleasant. One of these studies had groups of college students spend about three hours learning complex neurophysiology material. Half the students were told that they would be tested and graded after their study session. The other half were told that they were going to put the material they had learned to use by teaching it to others. After the three study hours were up, the students were surveyed. It turns out that those who believed they were learning so they could help teach others were more internally motivated than those who believed they would be tested.

To be successful in persuasion, we must identify toward which motivational quadrant the person being persuaded gravitates. Do they spend more time using desperation as a

motivator or do they prefer to use inspiration as a motivator? To be an effective persuader, you must be flexible and use different Motivation Quadrant methods in your presentations. As a motivator, you need to use all four quadrant areas in your presentations. We must remember that at certain times and on certain days, we will be motivated by different motivational quadrants. For example, most people aren't inspired to go to the dentist. It is important to understand that when your prospect is in inspiration mode, you should never use desperation to motivate her/him. Resorting to this tactic will backfire and produce the opposite results from those you intended. When your prospect is in desperation mode, on the other hand, you can use a combination of inspiration and desperation to motivate her/him.

When in doubt, you can study people's actions or words to find out toward which motivational quadrant they gravitate. For example, expressions such as "When I get there...", "When I find a solution...", "When I accomplish..." or "I am going to achieve..." indicate inspiration. Contrarily, phrases like "I have to get out of here...", "I want to avoid...", "I need to escape..." or "I have to get away from..." indicate desperation.

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