

How to Persuade the Lazy Person—Inspiration vs. Desperation

Reinforcement Theory suggests that people are motivated to avoid pain and to seek pleasure. Bradac, Bowers and Courtright asserted that the same notion holds true when people are being persuaded. If a person agrees with a particular position, s/he will find it inspiring and will likely evaluate the source positively. Contrarily, if a person disagrees with a particular position, s/he will find it offensive and will typically evaluate the source negatively.

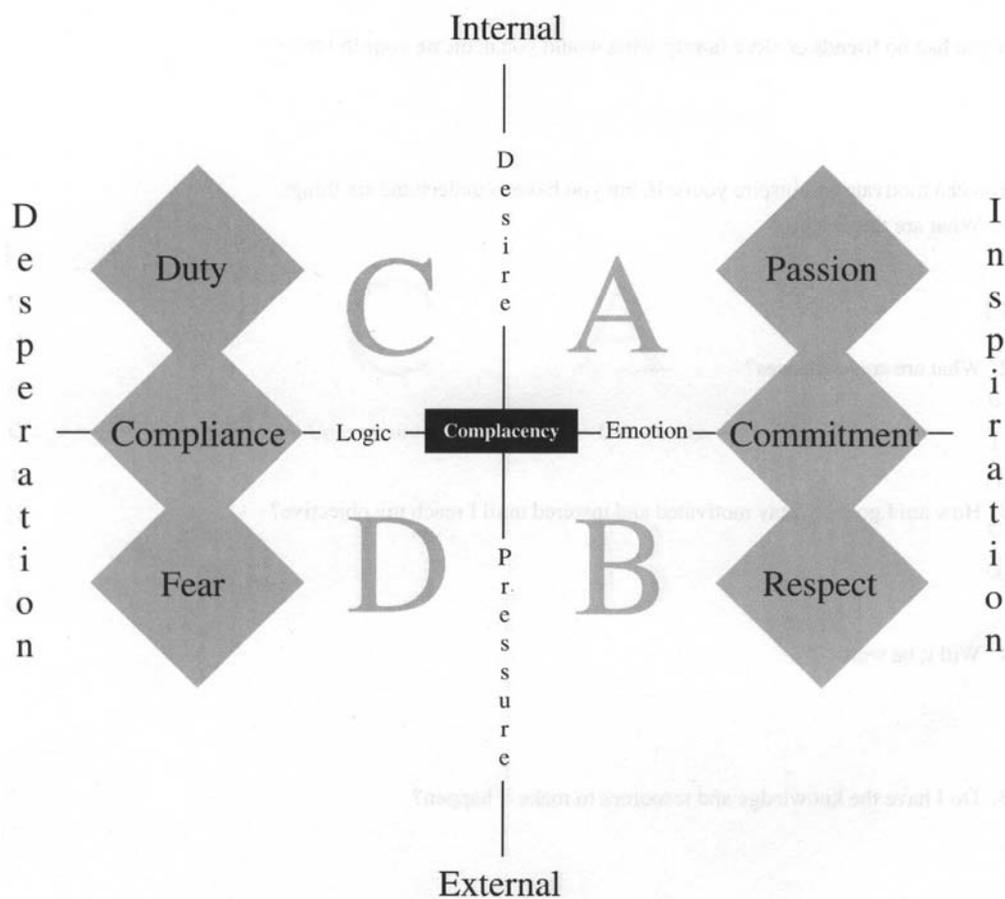
Basically, there are only two things that motivate us in life: inspiration and desperation. We either move toward that which inspires us, or we move away from that which fills us with despair or discomfort. The majority of the world's population uses desperation as a motivator. Desperation is like a cattle prod forcing you to move forward and take action. I can motivate anyone in the world with desperation. The problem is that motivation that is spurred by desperation does not last.

Do you know any lazy teenagers? If you do, I promise you that I can motivate them—guaranteed. I'll take them for a boat ride, and while I am in the middle of the lake, I'll throw them overboard and hold their heads under the water. What will I see, besides bubbles? Instant motivation, that's what. They'll fight and struggle until they get that breath of air they so desperately need. Once they can breathe easily, however, they'll go right back to being lazy. When desperation is the motivator, people are in an "away from" mentality. This temporary motivation won't last, and it won't reappear until threat or fear becomes prominent again. Desperation is rooted in logic. True, there are emotions that are associated with desperation, but logic wins over your emotions. People are often so preoccupied with what they're trying to escape that they don't know where they're heading. As a result, they are always in a panicky, "have to" mode.

If you want motivation to last, you need to rely on inspiration. Inspiration is rooted in our emotions. With inspiration, your emotions triumph over logic. The positive results that come from using inspiration as a motivator are obvious. Inspired people tend to be proactive, driven personality types. In other words, they don't need a carrot dangling in

front of them to get something accomplished. They are happier and enjoy greater fulfillment in life than those who are desperation-driven. If you just check the help-wanted section of your newspaper, these types of inspired people are always in demand. To be most effective, inspiration needs to be internalized. Motivation becomes long-term when your goals tap into your inner drive and emotion. The key to finding success lies in being emotionally motivated with a purpose. Take a look at the following Quadrants of Motivation for further proof.

Motivation Quadrant



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Let's take a closer look at the Motivation Quadrant. Doing so will open your eyes so you can really understand how motivation works, not only in your own life but also in the

lives of those around you. Understand that there are different levels of motivation and many different ways to motivate. Notice that motivation does not exist in the middle of the motivational grid. This center point of the quadrant represents our comfort zone, where we experience complacency. Now the million-dollar question becomes, how do you get someone to move outside the middle of the quadrant? Let's start from the short-term, most common form of motivation: quadrant D, where we find external desperation. Anyone can motivate or be motivated when they are in this area of the grid. Let's take your present job for example. Let's say you hate your job. You don't want to go to work and you only do so because you feel like you have to. This external desperation tells you that if you don't go to work that you will lose your job, that you'll have no income, that you'll lose your home, etc. This area of the quadrant is where most people reside. That is, they do things at the last minute because they are forced to or have to.

The next area of the Motivation Quadrant lies between internal and external desperation and is known as compliance. Again, when you are in this quadrant, you aren't internally motivated; you're only going through the emotions because you have to. Moving further up the quadrant, the next area, quadrant C, we discover internal desperation. Again, you don't want to go to work, but the internal desperation you feel convinces you that this is what needs to be done, that this is what you are supposed to do. In other words, you feel a duty or an obligation to go to work. You might feel obligated to show up at work because of a particular project you are working on. You might also feel a sense of duty toward your manager or co-workers to be there and to help out with the workload. You still go, even though you don't want to be there. Your logic wins over your emotions. Watch, and you'll find that the people who use desperation to motivate themselves are invariably unhappy. You will never be a true master of your destiny nor will you ever achieve the success you want until you emerge on the other side of the Motivation Quadrant.

Next up is quadrant B: external inspiration. You feel moved by outside sources that inspire you to do what you need to do. Remember, inspiration is rooted in your emotions. Once you tap into your emotions, you will be able to propel yourself and others toward long-term, permanent motivation. When your logical mind says you can't do it, your

emotional mind takes over. In this area of the Motivation Quadrant, you do things out of respect or love. That is, you go to work to provide the best for your family. You apply yourself to your job because you want to send your children to the best schools or you wish to buy a new home for your family. You are motivated to go to work by the external things around you. Between internal and external inspiration lies commitment. That is, you go to work because you feel you have made a commitment to be there, and you are driven to keep that commitment.

The best type of motivation is found in quadrant A of the Motivation Quadrant. This internal inspiration is what we call passion. You have likely met people who have tapped into their passions. Because they are so passionate about their lives, they don't need an alarm clock to wake up in the morning. During your presentation, if you can get others to tap into their passions or internal inspirations, then you will bring about pure long-term motivation in them. Using the previous job example, when you are passionate about your career, you are excited to go to work. Rather than seeing your job as a chore, you are doing what you love to do. You are changing the world and serving people around you. What's more, you are dedicated with the passion to share your message, product or service with the world.

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