

Long-term Motivation

Motivation begins with a clear, passionate vision. Great persuaders are able to help others believe that they will succeed in what they are being motivated to do. No one likes to lose. The best way to overcome the hurdles of doubt and disbelief is to instill a vision of winning in your audience. Thinking we can win and seeing that victory in our mind's eye stirs our internal motivation. Olympic coach Charles Garfield has said that the highest performers are driven by a sense of mission.

Great persuaders present a winning package to their audience. When people sense victory or accomplishment, they will make sacrifices and become energized to reach their goals. Somehow or other, they will find a way to succeed and win. If they sense defeat, however, they'll exert little personal effort. Instead, they'll come up with lots of excuses, and they'll exhibit a lack of energy for the cause. You can make the excuses sound so compelling, but they are still excuses; they're not results.

If you put a silk dress on a goat, he is a goat still.

—IRISH PROVERB

Motivation is a true art. When you understand human nature and the role influence plays in it, you will not only be able to motivate, but you will also have earned the right to motivate and inspire others. Can you stay motivated 24/7? Do you have what it takes to achieve your passion and goals?

The Dancing Monkeys: A Fable

A king had some monkeys that were trained to dance and perform. Monkeys are naturally great at impersonating men's actions. The monkeys showed themselves as great students. When dressed in their fine clothes and masks, they danced as well as anyone. The show was often repeated with great applause, until one occasion when a mischievous audience member threw a handful of candy on the stage. At the sight of the candy, the monkeys forgot their training and stopped dancing. They then became (as indeed they were) monkeys instead of actors. Pulling off their masks and tearing off their clothes,

they fought with one another for the candy. The dancing show came to an end amidst the audience's laughter and ridicule.

Meaning: Tap in to your own internal motivation. Don't pursue the dreams of society; start learning to own your own dreams. Find out who you really are. Don't let the little candies of life throw you off course

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