

THE MOTIVATION MYTH

How High Achievers Really Set Themselves Up to Win

JEFF HADEN

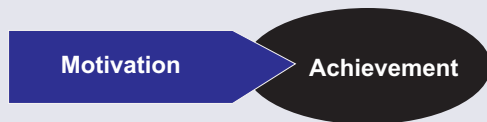
JEFF HADEN is a ghostwriter, speaker, influencer and contributing editor to *Inc.* Magazine. In addition to ghostwriting hundreds of articles published in the business press, Jeff Haden has ghostwritten more than fifty non-fiction books, several of which became Amazon bestsellers. He previously worked in the print industry for R.R. Donnelley & Sons, one of the world's largest publishers. Jeff Haden is a graduate of James Madison University.

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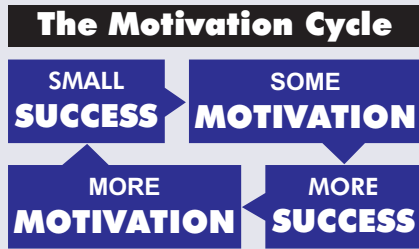
ISBN 978-1-77544-937-9

MAIN IDEA

The conventional view of motivation is if you fire someone up enough, they will then go out and achieve whatever target you're after. Success is all about generating the right mind-set.



That's all well and good but successful people and organizations approach motivation differently. They see motivation as being more of a cycle which looks like this:



To increase your motivation for anything, get into action and generate some early small successes. Keep having small wins on an ongoing and regular basis and that will increasingly fire your motivation to have more success in the future, starting a virtuous cycle which repeats.

"That's why motivation isn't something you have. Motivation is something you get, from yourself, automatically, from feeling good about achieving small successes. Success is a process. Success is repeatable and predictable. Success has less to do with hoping and praying and strategizing than with diligently doing (after a little strategizing, sure): doing the right things, the right way, over and over and over. When you consistently do the right things, success is predictable. Success is inevitable. You just can't think about it too much."

– Jeff Haden



1. Motivation is a result, not the spark Page 2

Motivation doesn't come by hearing a speech, even something highly inspiring. True motivation comes after you start – it's active rather than a spectator sport.

2. Forget about the myth of focus, harness the power of routines Page 3

The focus myth says the only way to achieve your goals is to remind yourself of those goals every day. That won't work because you have too many choices. Instead, you should obsess over developing routines which make doing productive things automatic. When you embrace the right routines, success becomes guaranteed.

3. Goals must choose the process, not the other way around Page 4

Once you choose your goal, what you want becomes irrelevant. What matters is what you need to do to achieve your goal. Figure that out and don't start unless you're genuinely willing to pay the price.

4. Happiness comes to serial achievers. Page 5

To live a great life and have a great career, you have to become a professional serial achiever. You have to rack up the wins rather than merely talking a good game. That's the real challenge of life.

5. Wishing and hoping are a waste of time. Pages 5 - 6

Stop talking about achieving great goals and start doing what you can right now. Ideas without action aren't really ideas – they're regrets.

6. Don't work smarter, work your numbers. Pages 6 - 7

To succeed, you have to roll the dice a number of times. The more shots you take, the better the odds you will hit the target. Therefore, work your numbers. Expect failures along the way. Once you're putting in the repetitions that are required, you can then figure out how to fine-tune to increase your hit rates.

7. You don't need a coach, you need a pro Page 7

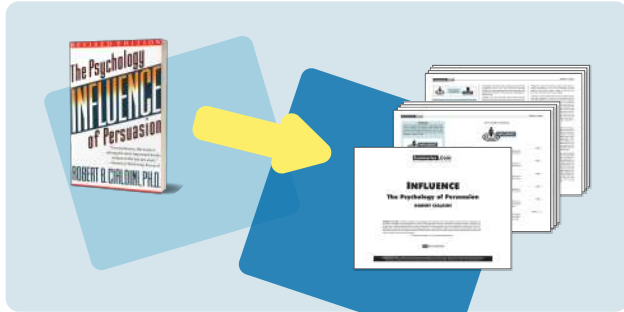
When producers want to achieve more, they don't find a coach to boost their ego. They find a person who challenges them to do something daunting. Link up with that kind of person and they will help you achieve more than you ever thought possible.

8. Achieve more by doing less. Page 8

Subtraction can sometimes be the best addition to your achievements. Streamline so you can do what you do best and aim to be the biggest fish in whatever pond you are in. Free up time to perform those things you do even better in the future.

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