

I Just Want To Be HAPPY
(Transforming De-Motivation)
By
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E-Book/Module

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Introduction

There is an understanding that some of the material within this module may appear deep, and at times overwhelming. However, **please do not let it get the better of you**, as it is nothing more than jumping onto a bicycle, or getting behind the controls of a car for the first time. As this module is likely to introduce new words, and a few new techniques, the first read could be taxing. This is expected. However, please bear in mind that like a bicycle and a car, second, third and fourth attempts get better, and while you may not be in the habit of re-reading material, please give it a go.

This module is aimed at helping you to cultivate the energies and forces of motivation using “*Dynamic Techniques of Conscious Transformation*” that will produce uplifting and magnetically positive outcomes.

Nevertheless, this module is not a quick fix. It is not about teaching, inspirational pep talks, or any other form of a superficial uplift. Past results demonstrate this type of motivation to be like a high from a fizzy drink, or adrenaline rushes from a roller coaster. Initially, they may display temporary fixes, but lasting change is far from permanent.

This module has three key goals:

- 1 – To identify, uncover, and grow your own natural motivational forces.**
- 2 – To discover how to transform the energy of motivation in to self-motivation.**

3 – To uncover and apply these dynamics, which is not just motivation alone

Self-motivation is where good, positive, productive, and the naturally supportive energy of motivation becomes self-maintaining, and self-sustaining.

Does that sound unrealistic?

Well, right now it may, but as you move through this module, gradually applying the techniques. You will find that maintaining self-motivation can be as effortless as reading these words.

Though with that in mind, please be aware there are significant differences between de-motivated, motivated, and self-motivated individuals, and throughout this module, we will be discussing each powerful dynamic in much greater detail. In doing so will equip you with the highest skills and best chances of energizing yourself, and the people around you to work and operate from the highly attractive state of self-motivation

Section 1 - The Dynamics of De-Motivation

In recent years many published reports have stated that on average, ¹75% of all individuals will at some point face brief, or long periods of de-motivation. As it will be demonstrated later, brief states of de-motivation can be natural, even “²**positive adversity**” in action, but prolonged or permanent states are demoralizing and destructive. It goes without saying that left unattended, de-motivation can and often is a precursor to depressive illness, work absenteeism, and in a minority of cases, suicide. Though the use of the suicide word was not inserted to scare you, it is an unfortunate fact of today's modern world. However, please know that once conscious of depressive de-motivation, it can be turned around as effortlessly as it was created, and states like lethargy, laziness, depressiveness and suicidal tendencies can all be genuinely transformed.

When we look around at today's societies, it's easy to see present day man connects so deeply with the material world. Work, goals, pressure, mundane tasks, dislikable colleagues, and harsh environments are accepted in pursuit of material success. Yet at the subtle levels of life; essential needs are pined for.

Irrespective of life's levels, i.e. from cleaner to captain, builder to banker, all individuals have needs, specific desires, and personal preferences. If these are not identified, nourished, and brought into everyday life. Then at some point, de-motivation creeps in.

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It may or may not surprise you to know that the average individual thinks approximately 50,000 thoughts per day, with only 15% contributing towards their daily work. The remaining 85% are being used up on personal issues.

Though, think of it another way. Imagine you visit an Internet café, there are 100 computers, with 85 already in use. You take a seat and begin to surf from one of the un-occupied desktops and downloading is slow to almost unimaginable. As the band-width

has a maximum transfer rate, when 85 from 100 computers are pulling from the same source, then the remaining 15% have limited capacity.

As we all more or less have the same mind/brain processing power, the above example could easily bear relation to the human brain. Albeit we are not aware, in any given day we experience around 50,000 thoughts (per day) and that's normal. However, if you were able to monitor and calculate each and every thought, then one might be surprised to discover that around 85% of daily thoughts are related to personal issues of worries, fears, what if's, what might be, and so on.

Taking it a step further. You are most likely aware that the average individual consumes around 2500 calories per day, and that the human body relies heavily on the **quality** of these calories. For example; you already know that consuming 2500 unhealthy calories will not produce the same physical appearance as feeding the body with healthier options. Now for a moment, and just for some fun, turn your attention to your own mind and monitor the quality of your thoughts. In general, would you consider your mind to be thinking good, or unhealthy, positive or negative, optimistic or pessimistic, motivating or de-motivating calorie thoughts?

Now extend this exercise by thinking of someone outside yourself. It could be a boss, an employee, a lover, a partner, a friend, etc. Though for a moment, try to imagine the quality and the percentage of their quality thought's.

While we could assume something and draw upon a judgment, to gauge with accuracy would be impossible right? Well, please allow us to assist a little and furnish you with some relatively new, but also some fairly common information. An averagely motivated individual will use around 15% of their daily thoughts related to work and career issues, with the remaining 85% going on personal stuff such as home, family, friends, worries, fears, dreams, desires, and anything else that passes through the mind.

Now here's the not so good news...

The above was an average, not a de-motivated, but an average person. Highly demotivated individuals are likely to be internalizing, dwelling, and obsessing even further, with as little as 5% thought attention contributing to their working day.

As thoughts pass through the mind at the rate of around 1 per second, and thoughts are only ever one of two polarities, i.e. positive or negative, motivating or de-motivating, love or fear, the quality of our thoughts are paramount.

It doesn't take much working out to conclude that 1 negative thought leads to another, and left unattended, the gravitational pull will be towards experiencing a mind consumed with de-motivation.

Now, with these statistics in mind, we can begin to see how individuals, staff, departments, and whole businesses can struggle or fail and not really know why.

However, there is also some good news. As the same apparatus that calculates negative thoughts, also calculates positive thoughts, so the good news is, " there's a fix". This fix is

not rocket science and you don't require any brain apparatus to apply. It's quite simple and it enables an individual to increase their overall contribution, productivity, and output.

While it may come across as far fetched, **the dynamics suggested within this module have been designed to automatically invoke this positive fix.** They do this without brain apparatus because during the past 10 years, all the "positive fix" denominators have been put into words for a speedily read and easy digestion.

OK, let's move forward...

It may also come as a surprise to know that de-motivation is still the energy of motivation; the only difference being is that motivation is being used in the opposite form. However, rest assured as this can be reversed and flipped into the positive.

Though when we come across or hear the word "de-motivation", in a general sense it's assumed to be all negative, however the good news is (and as we will show later) that de-motivation also possesses equal amounts of the good stuff, i.e. natural, genuine, positive, and healthy self-motivation.

For a moment, think of de-motivation as a tree. The tree has a root, a trunk and many branches. Though you already know it is the leaves on the branches that carry nourishment to the root, and de-motivation can be thought of in a similar way. That is, de-motivation like the tree has a root, and if we are to stand any chance of influencing and changing de-motivation, then we must be prepared to head for it's root.

While heading towards the root for the first time things can get a little unsettling, rest assured that once you discover the knack, not only will you find it truly beneficial, it's an aspect of personal development that becomes fun.

Let us now take a brief look at an example in action;

Take an overweight person whom wants to lose weight, yet they feel de-motivated in doing so. Not fear, just de-motivation. Let's assume they **consciously** do not fear obesity, and do not feel that being overweight would be the result of a core fear. In fact, the very idea might genuinely put them off - this is a natural dynamic of defense. Nonetheless, as in the case of the overweight person, their root is most likely to be as far back in their past, perhaps not even recallable.

However, speeding things up a little. When worked back from the leaf to the branch, then the branch to the trunk, so to speak. The overweight individual may be surprised to find that their de-motivation was not what they originally thought, but de-motivation was being powered by an additional set of dynamics that was overlaying and masking out their motivation. When they became aware of these dynamics and the rules that govern them, they were able to change them, which then went onto positively impact their weight-loss program.

However, you may now be thinking this module is leading you down a path of self administering psychology, or mentoring you through a program of self-development,

(which to a small degree is true), but there is an addition.

The addition is a method called “Dynamic Conscious Transformation”, or DCT for short.

The method, system and techniques being spoke of here are the understandings of how human behavior, and our actions and reactions are common across collective scales and how we can consciously change the way we interact within our own world. In other words, as a human we are all subject to same specific dynamics, i.e. defense, resistance, motivation, stress, etc. etc. and while we might all act and react with individual indifferences, scratch the surface and often we all operate much the same way.

Dynamic Conscious Transformation is highly exciting and at this time and moment in human evolution, using dynamic techniques of conscious transformation are one of man's best development tools.

Though, now you have made the decision to transform de-motivation, a supportive tool, is developing attentiveness to understanding your own tree. Spend a little time and attempt to reach into and identify your root, i.e. core.

Though, for now, please do not overly concern or try too hard with yourself on this, as when we begin to work through this module, the root will naturally expose itself. This process is perfectly normal, and a reassurance is given here that like the root of a tree, once the root of de-motivation rises, identifying and dissolving it is as effortless and as natural as reading these words.

For example, have you ever noticed that when the roots of a tree are exposed to sunlight, survival diminishes?

Well, more, or less, it could be said that the same applies to de-motivation. As once the core is exposed, then without any effort on your part, the “³ **conscious self**”, automatically kills the root.

Now what follows is a small section where we are going to expand and briefly explain some deeper aspects of life. While it could have easily been left out, we felt that the long-term benefit to you was greater than the short amount of taxing it puts up the eyes to read and the brain to digest.

So here goes - Though not yet fully understood, science is now suggesting that, “⁴ **consciousness**” may indeed be humans' form of light. This means that when something is raised from the ⁵sub-unconscious, (the unaware part) to the conscious mind, it invokes a process of ⁶electromagnetic change. Once this process is underway, the knock on effect is a change in a person's physical biology. It is becoming widely understood that the mind induces these biological processes through electrical impulses known as hertz. We will omit deep science, only to outline that the human brain houses approximately 80-100 billion neurons, which are also electromagnetically pulsating. It has also been recently discovered that one's entire physical existence emits an overall and collective electromagnetic, electrical pulse, called hertz.

Albeit the above is a little taxing for everyday digestion, nevertheless, as we work through

this module, the value of this information will become immeasurable.

Nevertheless, we will not attempt to foolishly, or blindly convince you of any unquantifiable material. As by the time you have completed this module, the proof will rest with the transformation of yourself, and if you feel that transformation has not been satisfactory, then we really would like to know about it.

Now, let's get back to the dynamics of de-motivation.

As you will already know, de-motivation like self-motivation could be related to not as a word, but as a “**feeling**”. The feeling word is used because as we will show later, both states of motivation, i.e. de-motivation or self-motivation generates a feeling. It is this feeling that we are interested in because it is the feeling that influences. Though it could be said de-motivation is bad, and self-motivation is good. The reality is that they are neither positive, nor negative. They just happen to be at the opposite ends of each other. For the technically minded that is, polar opposites, though for layman's, we just use the word “opposite”. Nevertheless, and in a sense of motivation, both forms are using the same energy of “motivation”.

Confused? Please do not be, as all will become clear as we move through. Though lets just briefly clear it up in saying that motivation is the human dynamic, and that motivation can be used positively or negatively. In other words, the human energy of motivation fuels de-motivation as much as it fuels self-motivation. So whether you come across someone who is depressed with de-motivation, or ecstatic with self-motivation - the human dynamic being used is **motivation**.

Let us now look at the energy of de-motivation.

What is it made up of, and how do we deal with it?

Is the energy of de-motivation a physical thing?

Well, there may be a sad looking, or lethargic individual. Yet, to understand motivation we must first let go of our everyday normal thinking and switch to a thought process of “motivation is energy”. It doesn't matter if you do or don't understand human energy, as long as you catch the phrase “motivation is human energy”.

You already know that motivation cannot be perceived with the five senses. That is motivation cannot be seen, it cannot be heard, it cannot be tasted, touched, or smelt, but you know it exists and it is real.

Though, if it cannot be seen, heard, tasted, touched, or smelt, where is it and how do we know it really exists?

Because, as you already know, we “**feel**” motivation and if we don't feel it, then we don't perceive it.

So, here lies a simple secret. However, before it can be addressed anywhere, we first need to grasp its origins.

The Origins of De-Motivation

To get to the root of de-motivation, the energy will need to be traced from the leaf back to the root, so to speak. Though as we are discussing the origins of this energy, for ease and understanding, let us start from the root forward.

From our own long-term studies, some individuals as far back as early infants appear to have been birthed pre-installed with de-motivation. We use the term “pre-installed” loosely and openly, as what is really being said is that, for a tiny minority even recalling infant-hood did not produce the root. However, this is irrelevant, as by adulthood, even the individuals that could not recall childhood roots, still possessed the innate ability to positively impact, and change for the better.

So what exactly do we mean by the term de-motivation?

Prior to any conscious awareness, and most likely when an individual is a small baby, motivation began its journey as a neutral force. In other words, it is neither positive, nor negative, and it is just the raw energy of motivation, before it takes on one form or another. Yet to become self-motivation or de-motivation the neutral energy must gravitate to one of two options, i.e. positive or negative.

Option 1 - self-motivation, which is commonly understood as good positive motivation

Option 2 - de-motivation, which is commonly understood to be negative

We have already discovered that in its raw state and prior to any adult awareness de-motivation is neither positive nor negative. Yet more often than not, by the time you reach adulthood, come across motivation, and develop the ability to identify it, the dynamic has already taken on a form. In other words, by the time you become aware of any motivating forces, they will be felt as positive forces of self-motivation, or negative influencers of de-motivation.

You may well now be pondering a natural question like why as a human are you designed to be birthed, grow up and develop into an adult without having the ability, knowledge or influence to make these dynamics work positively for you from the beginning.

It's a great question and one that does not have enough space to be addressed without sidestepping from motivation. Nevertheless, just because the origins of de-motivation go back as far as early childhood, maybe even further. One does not require the answers, and does not require psychotherapy, hypnotherapy, or any other form of mind altering treatment to dissolve, and transform de-motivation into its positive form of self-motivation. In fact, and when you really get the hang of this, you too will find it easy to transform de-motivation from one state to the other. Though prior to that transformative process, de-motivation does require some degree of “**observation**”. As we need to trace back, root out, and dissolve the original core driver, self-reflection through self-observation is the key. Though as already outlined, like the root of a tree, once exposed, the core of de-motivation will unfailingly die.

Though when you begin looking for the origins of your own de-motivation, try to without judgment, quietly and calmly observe. Try to mentally and emotionally stand back from

yourself and just watch and listen to where and when you experience de-motivation. In doing so, you will discover a great deal about yourself.

Yet, and again we are speeding things up. From our long-term studies it was discovered that whatever a person discovered about him, or herself, the current task, or situation that they found themselves to be in, were “**not**” the cause, or the actual root of their de-motivation.

This might sound frustrating which in retrospect is a great paradox of all mankind. The upside being that when the dynamics of self are addressed, then professionally the individual flourishes. The knock-on, and the whole reason for this module is that when de-motivation is transformed into self-motivation, not only does the individual, but their entire life, job, career and business grow.

Soon we will begin to observe your de-motivation in greater detail, however, for now, please read on for there are additions that make this transformative process effortless, smoother, and quicker.

Drivers of De-Motivation

Have you ever noticed that for a small minority of individuals no matter what, they appear to be driven by, even thriving on de-motivation? They are the portrayers of doom and gloom, the spreaders of pessimism and the prophets of future failures. Sadly, and is often the case; for these highly de-motivated individuals, everything in life is viewed as a negative.

However, these individuals are not intently negative people, but are those who have grown up operating from negative core roots. For de-motivated individuals, a bad day at work, or even a de-motivating job is rarely the cause of their de-motivation. What looks like de-motivation on the surface is often found to be a trigger. It's a little like the finger on the trigger of a gun, its not the bullet that does the damage; **it's simply a trigger to a mechanism that inflicts more damage.**

De-motivation can be thought of in the same way. That is, while the surface event will indeed be a real de-motivating factor, like the finger on the trigger of a gun, once past the surface trigger there will be another mechanism leading back to a core root.

Now cast your mind back to earlier where it was outlined that the average brain houses approximately 80-100 billion cells? Then imagine one of these single cells communicating to, and then influencing tens of thousands of others, **“because, that's exactly what they are doing”**. As our mind is housed in a brain, and the brain encased in a bone skull, rarely do we give the very thing that thinks for us any real thought. Yet the reality is that our tiny neurological brain cells are all busy at work communicating and influencing each other.

That means for a de-motivated individual, whether aware or not, they are automatically driven to be influenced by, respond, and react from their core energy. If their core has unintentionally but somehow become negatively charged, then their brain cells have no other choice but to accept and pass on this negativity.

It's a little like having a contaminated millpond and then popping one clean fish into that dirty pond. Leave it for a year and then pull out the fish to re assess it. You already know the outcome. Contaminated pond = contaminated fish.

Though what's very exciting about this discovery is that unlike the fish who when subject to contamination, is doomed to an existence of toxicity. Human energy can be manipulated into change. It has been discovered that negative human energies such as de-motivation can be reversed and flipped into their positive form and then used positively for daily inspiration, desire, and ultimately **positive self-motivation**.

It can do this because human energy has no preference what it is used for. In other words, de-motivation or self-motivation, it's the same energy of motivation. What it is being used for differs, but the energy is the same.

Have you ever noticed that de-motivated people tend to be the most defensive, reactive, resistant, and the least likely to embrace changes moving forward?

From long-term studies and with detailed analysis, very simple human dynamics were found to be the propellant behind these negative drivers.

However, these discoveries are not so new as since as far back as science and metaphysics go, it was said that there are only two core drivers that dominate human beings - love and fear.

Though before we get too bogged down with the love and fear words, lets go over a brief example of de-motivation and where these two root drivers may come into play:

On the outside, Michelle is a smart office girl, successful in herself. On the inside she finds motivation, though she termed it "change", difficult to apply. In fact, whether personal or professional, she knew that any prospective changes were met with inner pain. A strange as this sounds, motivation by way of pain is extremely common. However, this is not referring to the pain of losing one's job, or the fear through loss of a financial incentive. The pain being talked of is "pain by way of physical experience".

For a portion of individuals, there is "personal pain" where certain people tend to self-judge themselves for not feeling good enough. Above and beyond their role of duty, when worthiness or self-esteem lack, pain sets in. While this might appear insignificant, often pain feels more natural, and when uncovered, a portion of individuals have been found to be using this system.

Nevertheless, and regardless of the above, root core driving energies exist. Most likely these are rooted, and connected to early life experiences, and as we have already briefly covered, **rarely are they the consequence of present day occurrences**.

Now please brace yourself, for it is only when we tackle the deep can we understand the ripples on the surface.

Think of daily events in life acting as triggers to de-motivation. That is, when a person feels de-motivated, the roots and fuel of this de-motivation also influence new neurons, which, when you get to know your own neurons, it's like putting clean fish into a dirty

pond. In other words, when existing neurons are already contaminated then the new will also become tainted. However, there is a slight spanner in the works but it's not meant to confuse. In addition to taking direction from already contaminated or existing neurons, there is an overall influence and direction from the root. Because the core of a person, that's their root. Is far stronger than any surface feelings, therefore the root plays an important part. Though just bear in mind for now that the root, and any it's influences, are likely to be hidden, or in other words, "unaware of".

It's a natural cycle of growth, yet if the core is a founded upon a fear, then the cycle is a vicious one. In brief, the more fearful one's past, the more likelihood of present day de-motivation. Yet here's the really surprising part. When asked, most individuals cannot think of, recall, or even perceive a time where they felt a fear that would then go onto drive them, but as this happens mostly from birth to adulthood, the conscious part of the self naturally no longer uses it. This is so and will be explained later because if the original formed neuron was negatively influenced, then away from your own understanding and awareness, something else was going on. Electromagnetically it became negatively charged, which is then "set in stone", which then goes on to be used by the unconscious aspect of self.

For future - all of life's new experiences (which if already negatively charged) become unfavorably influenced, and soon enough anything and everything is viewed and experienced in a negative light. The outcome is that de-motivated people become more sensitive than others, connect to low self-esteem, lack confidence, feel lethargic, sad, and all things negative.

Nevertheless, there is genuinely good news, because although de-motivation has a negative core and is hidden from the surface. De-motivation is nothing more than an *effect* from a cause. Paradoxically, and it will be explained later. The negative cause that creates the effect of de-motivation also possesses equal amounts of positive motivation, which makes the whole transformational process possible.

The Effects of De-Motivation

De-motivation is where individuals, or groups of people do not think or feel compelled to display enthusiasm, and they do not feel energized to carry out set tasks or goals.

Although it's discussed later, in order for de-motivated individuals to remain de-motivated, another human dynamic comes to life. That is, de-motivation partners up with and then uses the energy of **resistance**. When this happens, things compound and it soon becomes likened to the sick trying to heal the sick.

Resistance like motivation is also a non-physical ⁷*energy* that silently operates from the subtle levels of self. Resistance attached to de-motivation manifests negatively, which then serves to further distance individuals from their daily tasks and goals. However, please do remember, that de-motivation and resistance are sub-unconscious drivers, and it is not something that you or any individual experiencing them will be aware off.

Can you recall earlier it was stated that not all de-motivation is what it appears to be? Let us now round off with a quick metaphorical analogy.

That is, if de-motivation could be viewed like a physical energy, it might look like fat. As you know fat breeds lethargy and once accumulated, it's difficult to shed. The effects of de-motivation are not too dissimilar, yet unlike fat; the transformational process is not so taxing. Yet, when it comes to de-motivated people, please make a note to refrain from voicing criticism or pep talks to them. As it may appear that de-motivated individuals dislike everything around them, and that they need a good waft of motivation, because the root is hidden away from the surface, criticism and pep chats only serve to make things worse.

Finally, let us conclude this section on a positive note of change.

Change may happen in two ways -

1- The de-motivated person is left alone to his or her devices, they are left totally unaware of how their human dynamics operate, and their issues are ignored in the hope that one day they will naturally resolve themselves.

However waiting for this type of positive change, is like waiting for a life-changing lottery win.

2 - The second and preferred way is to actively seek out de-motivation in the same way a person might look for a set of lost keys, etc. Positive change can happen when the root core is sought out and raised to the individuals' everyday awareness. As once the root is exposed and the formation of it understood, this is called processing. Once processed, the magic of life and reality take over and like the root of a tree exposed to sunlight - the root core of de-motivation naturally dissolves.

This method takes effort, yet it genuinely transforms de-motivation into self-motivation.

Section 2 - The Dynamics of Motivation

Now we are going to explore the dynamics of motivation. Not just de-motivation, but self-motivation (before it becomes one thing or the other). That is, in its birthing, or resting place, "motivation" could be referred to as name only, i.e. "**motivation**".

In it's raw state, it can be said that the human energy of motivation is neither positive, nor negative, good, or bad, as more often than not, it is other peoples suggestions that label motivation.

That is, should it be viewed negatively as de-motivation, or positively as self-motivation?

Nevertheless, there is an uncanny truth that motivation (like all human energy) is neither positive, nor negative. What creates its direction is the "influence" in which polarity it is magnetized.

FACTOID

When viewed for what it originally birthed as, that is "neutral energy", the raw energy which science call $E=MC^2$. Then we can begin to accept, and

allow transformation.

This is not to baffle your brain, though as we will discover further on, whether de-motivation, or self-motivation are labeled this way or that way. Both states hold equal amounts of positive motivation. That is, inside the human dynamic of de-motivation you will also find equal amounts of self-motivation, and vice versa. Inside self-motivation there are equal amounts of de-motivation.

Again, the following has been included not to blind you with science, but to show that human energy is just “energy” and until it is given a direction, it is neither positive nor negative.

With this in mind, please take some time to digest the following paragraph, as it is perhaps one of the most poignant, practical, and useful subsections throughout this entire module. In the real world, it is what highly motivated people are using. Albeit they may not be consciously aware of, what they have managed to achieve, is to swing their neutral energies into a positive form, which are now working for them. So regardless of motivation swinging negatively towards de-motivation, it can indeed be flipped to its positive form of self-motivation.

However, let's not exhaust this only to say that $E=MC^2$ is the famous Einstein equation for all energy and matter that make up the universe. Without getting too technical, $E=MC^2$ makes up motivation, $E=MC^2$ makes up de-motivation, and $E=MC^2$ makes up self-motivation. You guessed it. This is the same energy transforming, one-way, or the other. Not positive, or negative, just this way, or that way.

The good news is - This means that de-motivation does not lack the energy of motivation and the same energy can be used to self-motivate instead of de-motivate.

Put another way, it could be said that motivation is like a vehicle. For example, a vehicle can be used to transport desirable, or destructive materials. The vehicle, does not judge or care for what it carries, it just does what the driver instructs it to.

The energy of motivation is the same in so much that it only acts as a vehicle and does not judge what the energy of motivation is used for.

This is incredibly simple, yet extremely vital information. Nevertheless, on occasions simplicity is often thrown out in favor for a more complex answer. We suggest, **this is indeed one of those occasions**. As whether motivation is expressed as de-motivation, or as self-motivation, is entirely dependent upon one's own internal relationship between the desire, goal, or outcome in question.

Though, to wrap this section up. During the initial formation and birth of de-motivation, or self-motivation, the choice to which way the energy is influenced is not likely to be a conscious one. As will be covered later, past links formed relationships of like, or dislike, good, or bad, positive, or negative, which then serve to influence the direction of motivation. That is, should it be perceived as de-motivating, or self-motivating? Yet, as these connections and relationships are performed automatically from the sub-unconscious, this is not something of which an individual will be aware of.

The good news is that with a little effort, the energy that drives motivation can be influenced, turned around, and changed.

The Origins of Motivation

Above it was stated that motivation is a neutral energy of $E=MC^2$. In layman's terms, it means that motivation is not a physical thing. However, this is not an attempt to blind you with the science of psychology, only to say that without "motivation", humans may not even exist. Though we rarely give it much thought attention, the very nature of life requires motivational energy to eat, sleep, move, grow, and develop, etc. Individualized out; one could attribute tens, if not hundreds of character traits that demonstrate and harness the energy of motivation.

As an example: He is prosperous because he has strong will power. Alternatively, he is prosperous because he is insecure. She is an excellent employee because she listens. Alternatively, she is an excellent employee because she is passive.

Which is it?

Which energy motivates?

Which is the main core driver?

Is he motivated by the fear of insecurity, worried that he may not achieve?

Or is he motivated by the genuine desire for the love of success?

Likewise, is she motivated by the fear of passivity, worried that she might say, or do the wrong thing?

Or does she genuinely strive for the desire to grow, developing herself, and the company?

Which is it?

Either way, it is motivation right?

Yes, you got it. No matter what! Whether fueled with fear, pain, inspiration, or desire, the *energy is motivation*.

Albeit extreme, the sheer strength and power of these motivating forces can be seen in the following example.

At the point of suicidal despair, individuals who miraculously survived jumping from the Golden Gate Bridge later spoke of a last minute desire to live. Albeit this surfaced at the point of no return, it is conclusive proof that sub-unconscious drivers exist. Yet how do we know these to be innate and that they did not jump for attention?

Well, for those unfortunate individuals who had jumped (and somehow miraculously survived) spoke openly of what flashed through their mind during the four-second fall. They stated that after jumping, and when there was no way back, that four-second fall turned into slow motion. They then described a reversal in their gut instincts from

desperation and death to a desire to live.

However, let us now move on.

It is said that at the root of all human dynamics, and that includes motivation, desire/love, or fear/pain are at the core.

This can be discovered and experienced during sex. Yes, have you ever noticed how powerful, and "how much a part" sex can play in business?

There is a simple but true story, and it goes like this:

A man employed a beautiful woman, not to gawk at, abuse, or secretly betray his long-standing spouse. On the contrary, he was already in love, yet motivated by beautiful creations. Inherently he knew that by surrounding himself with pleasing motivators, he would experience uplifting and inspirational positive energy forces that in turn would drive him to get up, go to, and return from work. According to the story, the man used this system of motivation throughout his entire working life. He served well into his eighties, was happily married to one woman, and was respected by all his staff.

OK, this is a somewhat comical chauvinistic example, yet, could this be how the world, including modern man still functions? Male and female innately driven with two primal motivators - **Fear** and **Love**.

However, while it is commonplace for women to use the love word, for men this is totally taboo. Yet when a man desires something, is he really stating a desire, or is it a core love that has neatly evolved into a desire? With no sexist intent, it is widely understood that men tend to manifest life's motivators through their physical world, while women express through their emotional. Men might feel motivation from desiring a powerful car, while women through a fictional emotional love story.

In a general sense, though not meant as absolutes. Men's motivational desires can be seen expressing through anything and everything that is connected to the prospect of physical stimulation. Whereas for a woman, she is said to operate from the heart, and anything and everything that touches her emotions will at some level motivate her. A man's fear is expressed through his egoic mind, with power and control at the top. While a woman's fear is expressed through her heart, with a lack of worthiness and fulfillment at the top.

Does a man go to work, for the love and desire of humanity?

The reality is that unless the company is his, he thinks only for himself, and his own personal successes. He thinks only of his position in his world, his material possessions, and his sexual attraction too, and from the opposite sex. Modern man may have changed, yet his primal motivational drivers have not.

Does a woman go to work disconnected from her home, her family, and her children?
Does she leave it all behind in favor for the love of the company?

Irrespective of her outward appearance, women are different to man. She feels; she

nurtures; she cares, and rationally evaluates all that she does. She is in touch with her emotions, aware of beauty and love, and she thinks mainly of balanced and fair outcomes. Like men, modern women have changed, yet their primal motivational drivers have not.

FACTOID

While a man can be motivated by the power of physical attraction in a woman. A woman can be attracted by the power of emotional passion in a man.

We could go one.

However, let us now look at individuals who operate from core survival energies. As when striving for daily targets and goals, these individuals cannot help but remind themselves of their own core fears. For example, we all talk to ourselves and during these periods of self-chat, individuals operating from survival tend to fret more and stress over daily activities, which then push them into operating from a platform of concern, eventually becoming de-motivated. Yet when individuals are operating from the opposing platform of desire, the exact opposite is experienced. That is, one may feel love for the very thing they are doing, or aiming towards, and that includes their work. Though this is not real love, it is where self-motivation expresses through enthusiasm, inspiration, and excitement, etc. However, there is a major difference.

In brief and when operating from fear/survival, we can visually perceive this person to be moving away from something. We may not know what that something is, but generally it is not too difficult to get a picture of what's going on. Likewise, when a person is operating from love/desire, as a general rule, we can sense their passion and what it is they are moving towards. The key words here are moving away and moving towards, or briefed down even further - towards or away. If you like, it can be related to as a duality, i.e. positive and negative, push and pull, for and against, etc. etc.

FACTOID

Operating and living from fear shortens, while operating and living from desire lengthens life?

By now, you may have already worked out that whether motivation is operating from a root fear, or root desire, as motivation is only the “dynamic”, or better stated, “vehicle”. They both use the same energy of motivation.

Though what's really being brought out from the woodwork and highlighted here, is that the origins and roots of motivation are not as detrimental as the use of it. To rationalize and understand this even further, we only need to look back in history. After several thousand years of social human studies, no single answer has arrived for how and why the dynamic of motivation exists. Only that it does and that humans would not be human without it.

So, while the origins cannot be traced back to the absolute beginnings, for most the

energy itself can be traced from birth. As we will discover later, many de-motivating factors are unknowingly self-programmed that can with a little effort, be undone.

Business Motivators

It is often said that sound business decisions are based on practicality, commercial viability, sound and rational reasoning, profitability, and concrete business plans. While this may indeed be true, the following will add a few additions.

For a moment, think of yourself as an invisible business observer that has the ability to overlook any small, medium, or large enterprise. You can see, hear, and feel everything, from the workers, to the chief's perspective.

Now ask yourself, are business decisions being made purely and practically on business alone, or does personal preferences, judgment, and agendas come into play? Is there ever a time whereby you can honestly say that there was no personal opinion, judgment, no physical, emotional, or mental input?

The reality is, that there has never been a time simply because personal motivations are what influence every business decision, that has ever, and will ever be made. While there are professional planners, and strategic group decision makers, each one has their own individual set of motivators. This is not to suggest there are wrongdoings, it is a simple reality of life.

For example: Common knowledge suggested that the late Steve Jobs of Apple Computers carried out emotionally expressive business decisions, whilst his competitor Bill Gates of Microsoft was said to demonstrate more composure. Therefore, most assumed Bill to be the better businessman. Yet was Bill really making only professional decisions based purely on business alone?

Most likely not.

At best, Bill Gates projected and delivered himself differently, perhaps retaining his real motivators to himself. Yet, at his core; business is extremely personal.

So lets uncover a trick - ***"I am motivated by business"***, really means, ***"he or she is motivated by their purpose in life, and that purpose will be expressed through business"***.

It might look drawn out, yet skim the surface and the likelihood is that Bill Gates was looking to express his inner feelings through a purpose that would bring more meaning, than business alone.

For example, this expression starts off, birthing itself 100% subjective. In other words, there is an idea. It is a personal Bill Gates vision. Though, to get that business vision off the ground, he must get others must buy into it. For a time, Bill must put his personal ambitions to the side, and tap into the subjective motivators of others. However, with application, focus and growth, Microsoft becomes big because collectively, every employee sub-unconsciously buys into Bill's ideas. They have done so because he has

skillfully extracted their subjective motivators, while merging them with his own.

Now, remember Bill's motivators were subjective. That is, in the initial stages, it is most unlikely he would have shared his ultimate goal with anyone other than himself. Had he of done so, Microsoft may not have been. So he motivates others into his vision, by tapping into and exploiting their motivators - only then, can he develop the ability to merge them with his own. That is he offers financial, material, and other incentives based on his staffs subjective visions. Yet, that is not all. It is highly likely that Bill Gates; the late Steve Jobs, and other great business leaders initiate, develop, and grow their businesses not just by financial incentives, or promises of a great career. *They develop a knack to identify, understand, harness, and work with key individuals' personal motivators.* They do this because they know only too well, that impersonal businesses, corporations, and organizations lack the motivation to become truly successful, and thus they can fall apart quickly.

Please allow a quick example.

A large extremely successful corporate company decides to enter rapidly expanding China. There is a meeting with the board of directors, one of which was proud of his past accomplishments. When future projections and positioning of the company were put to him, this was his reply. *"I am not here for the company, in fact; I dislike everything about this joint venture, and I am passionless about 8*****. Nor am I here for the good of China, I am here for myself. I am here for the future floatation and what it will bring me."*

The above is a true story, one of a sad reminder how personal business can be. Yet, please do not let this dismay you, for even the most ardent employee (like the gentleman above) can be transformed into a self-motivator, that not only works for the good of himself, but also operates for the good of the company.

When de-motivation strikes, there is only ever two choices - Either is consumes you, or you consume it.

Section 3 - The Dynamics of Self-Motivation

Unlike raw motivation, self-motivation is a propellant, a catapult, and a manifestation of inspirational human forces. Self-motivated individuals focus on growth, development, and forward movements. They strive to thrive, require less management, and overall, less motivational inspiration.

Why?

Because they are "self-motivated", though as positive as this sounds, please bear in mind that self-motivation is not a natural state of being. It is where the energy of motivation has been internally harnessed, and transformed to operate from either a fear, or desire. Oops, that fear word came up again!

Are you puzzled? After all has been outlined, are you perplexed as to how and why fear could become a self-motivator? Please relax and allow an explanation;

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