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Foreword

In any leadership scenario, you are sure to come across the term motivation. Today's corporate leaders are quite aware how the right kind of motivation can serve their purpose in a better way.

Quite frankly, motivation has become the buzzword in everything that we do. Whether it is a leader trying to extract the best productivity from his or her team, or it is a teacher trying to induce students to give in their optimal performance, it is all about motivation.

In this eBook, our endeavor is to tell you the best way in which you can make people work. If you are at the helm of affairs, you will understand how difficult it is to make people work, whether you want them to work collectively or individually. In any case, the method that is employed—and the one that you need to hone to perfection—is about motivating people.

You have to learn how to inspire and motivate others. You have to learn that this kind of inspiration helps people do much better than any amount of rebuke or orders.

If you just tell people a single nice word for their contribution, they are going to feel much better about it and then they will surely do a great job. This is what everyone is doing right now... they are trying to make people feel good so that they go ahead and give everything their best shot.

Keeping true to the title of this eBook, our effort here is to make people do a great job by inspiring them. This could be just a mere

word, or it could be something as simple as giving them a job that they really like to do. Or, you might have to try the carrot and stick approach, or give them some incentive that they really cannot afford to miss. It is only when you plan such strategies that people will work for you.

And, this is not applicable only in a leadership or a mentorship setup. You can try this almost anywhere. If your children are not obeying you, you can try this method to make them obey you in a better way. If your friend is not seeing why he or she should do something that you want them to do, try motivating them.

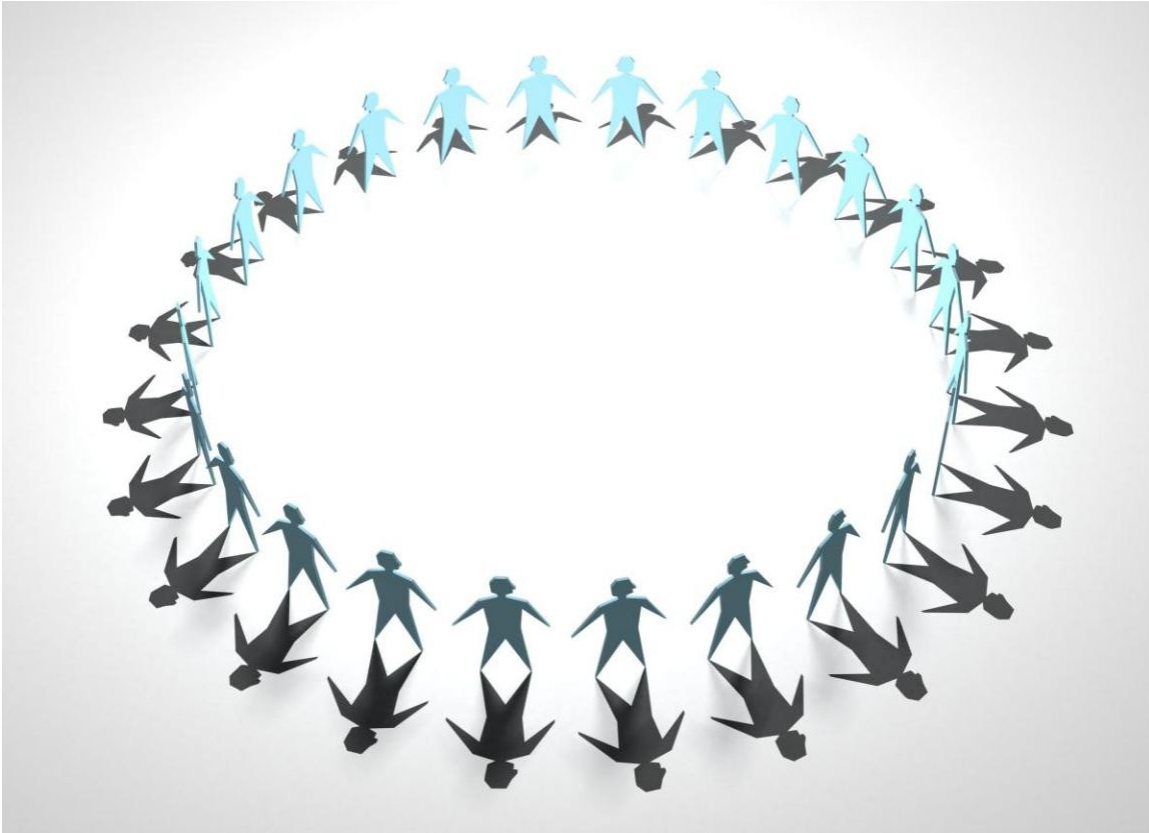
Motivation works on everyone, bar none. But, when you motivate someone, it means that you are building within them the energy and the inclination to work. You are motivating someone; it means that you are kindling the dwindling flame of determination in their mind, and you are giving them the energy and the reason to work.

You are showing them what incentives they can get if they chip in that much amount of work. It is good old 'work and reward' principle which works all the time.

As you flip through these pages, you will see that the right kind of motivation, if you are trying to bring out the best in people, is never a concrete thing. There is never a formula that can determine how much motivation a person would need. However, the undeniable fact is that everyone needs to be motivated; there is no taking away from that fact.

So, keep reading. You will learn in this eBook what motivation is, and what you can do to really motivate people to do their best at

everything that they do. And, on the way, you will also see why it is important to motivate people in the first place.



***Bringing The Best Out Of The Worst People The Guide To
Motivating Others And Getting Results With Anyone***

Chapter 1:

What Is Motivation?

Synopsis

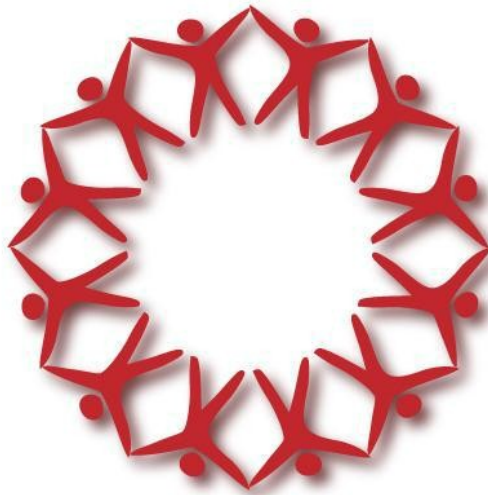
What is the one vital component that everyone needs to do a good job? It is motivation. Motivation is what helps us to perform well at whatever we do.

But, though everyone has some kind of idea about motivation, it means something different for each and every one of us. For some of us, motivation is simply a good work. For some, motivation is merely the realization or understanding that a particular work has to be done on time. For some others, the monetary returns or other incentives could be motivation enough to do a good job.

It is because of the varied meanings of motivation that leaders find it somewhat difficult to extract an equal amount of work from everyone. It is because of the different implications of motivation that teachers and soccer coaches cannot make everyone perform in the same manner. Our motivation levels are different, and our motivators themselves are different too.

If you are trying to bring out the best from your team, then you should first learn to be a great motivator. You have to think about your team, you have to think that they are contributing towards progress, in whatever way they can. A good word of motivation could them reach where they want to go.

Motivation is for self as well. You have to keep yourself motivated to do various things. It could be any professional incentive, or a family objective, or a personal perk that might motivate you into doing something. Whatever it takes, you have to inculcate the value of inspiring other people within you.



What Is Motivation?

If one were to answer that in one word, it would be drive. The single most important factor that helps us achieve our goals is motivation or drive. It is an energy-rich interest in getting a job done and achieving the ends set. Motivation is the “oomph” in the effort that makes one person go the extra mile, while many others give up and retire without even trying.

It does not matter in what situation you apply this. Motivation is the key that makes the difference between winning and losing. Motivation plays an important role in everybody’s life, both in their personal life and also in their professional life.

So what motivates us? Moreover, does the same factor motivate all and sundry? The answer to that is an emphatic no! Different people react to different stimuli. Even the same person will react differently to a given stimulus at different points of his or her life.

The other thing to note is that motivation is self-propelling. Once you achieve a set of goals, you will be motivated to set another set of goals, possibly more difficult as if you are challenging yourself or raising the bar. Or, there could be periods of lull when you are down and need a recharge of your batteries to get going again.

While motivation is generally considered for human beings, it is possible to also motivate an animal as well. Take the example of a dog. How do you teach it tricks? By rewarding it every time it fetches, begs or rolls over! What is this if not the very basic form of motivating?

How does one motivate students to do well in an exam? This can be intrinsic or extrinsic. It is intrinsic if the students believe that they are capable of acing an exam and thereby put in the required efforts. Or, if they happen to be “into” the subject that it is something of a passion and they are genuinely interested in accumulating more knowledge about the subject, then they are achieve to do a better job as well.

It could also be extrinsic motivation, if they are doing it because they know that they will be rewarded with a prize that they value if they get good scores. A teenager could well be motivated to do well in his GRE or GMAT scores if he is keen to get away from family and live independently in some foreign university.

There are different kinds of motivation, and it works differently for different people. What may motivate one person may mean nothing for another. For instance, for a movie-lover, getting a free ticket for the latest James Cameron flick could be a great incentive. But that may mean nothing to a person who doesn't have any interest in movies.

Motivation also changes with age. When we are younger, there are different things that motivate us. As we grow older, most of these things, such as new toys, do not mean anything to us. They cannot incite us to do any job in a better way.

However, our childhood motivations are replaced by new, more refined, ones. For a child, a Batman figure could be great motivation, but when he becomes a youth, maybe he wants a new bike. When he becomes an adult, maybe getting a new house is motivation. Or, maybe he just wants the Batman figure still, but that's quite a different story!

Motivation can be need-based. Man is motivated by the need to remove physical discomfort and increase physical pleasure. According to Maslow's theory of wants, humans have wants and desires that motivate and guide their behavior.

These needs follow a typical hierarchy with the basic ones being at the base of the triangle and then progressively getting more complex and sophisticated.

People move up the triangle as their needs get settled. So, beginning with wanting to satisfy your hunger, thirst, sleep and sexual needs, you move up to looking after your safety and security.

Only then are you motivated by love, friendship and relationships. After this comes the need for recognition and achievement and it is followed lastly by the need for self-actualization.



Chapter 2:

How Does Motivating Others Help Us?

Synopsis

Whatever time and effort we spend in motivating others, it is always a great investment. This is something that you need to do in a consistent manner, and you should realize that motivating others isn't simply about making their day; it is about ensuring a good business for you as well.

Motivating others holds benefits for the motivator more than the motivated. The motivated will be able to accomplish the job in a better way, but the motivator gets the benefit of the job done. Good motivation also ensures that the task is accomplished in a highly satisfactory manner, which is usually more important than the accomplishment of the task itself.

In this chapter, we shall see how motivating others bode well for everyone. You will also read about the right way of motivating others, so that your motivation doesn't just fizzle out without purpose or doesn't seem like you are putting them on too much.

How Does Motivating Others Help Us?

When we are speaking of motivation, we need to realize one very important thing. Motivating someone doesn't just help the motivated person to do better; it also helps other people who are associated with the person in some or the other way.

For instance, if your spouse is motivated into starting a new business, and if that business starts bearing fruit, then the entire family is benefited. Here, just one person is motivated, but that motivation has helped a whole family.

This can be extrapolated to larger scenarios. A motivated leader of a company could benefit the entire organization. A motivated president could benefit the entire country. A motivated freedom fighter could bring about a revolution for the betterment of society and the world at large.

Hence, motivating others is important to you. Especially if you are in some position of power and you deal with people all the time, then it becomes important for you to keep your people inspired. Only when they are inspired will they feel that they can do a good job for you and for the entire society or organization that you are a part of.

Motivating People in Real Terms

Motivating others is one of the chief challenges faced by leaders in the political and other arenas. Take the case of corporate leaders or chief executive officers. They are the people who head an organization and are in charge of its operations. They need to show results to their

shareholders—results in terms of sales, profits and the social good achieved by their respective enterprises.

But, the amount they can do by themselves is very limited. They therefore depend on their managers, subordinates and teams to get the job done and to meet the annual targets.

Here is where the task of motivation comes in. Left to their own devices most workers will just shy off. It is something of a joke in Kolkata (India) that the *babus* or clerks take a 'break' from their continuous sessions of tea to do some work. So, one of the most vital tasks of the CEO is to motivate his team to deliver the desired results.

If you want people to work and to work together as a team to achieve results in a specific time frame you need to use many ways to motivate them. Successful motivation requires a combination of structure and incentives.

It also calls for communication, communication, and communication. It is no longer just a carrot and stick approach. It requires special skills and cannot be done by any and every one. See if you can motivate your dog to fetch his bone for you and you will better appreciate how difficult it is to motivate humans.

Motivation, a Valuable Skill

Motivating others is a skill that is always rewarded with sweet success. Thus motivating others helps you achieve your own goals. It also gives you the satisfaction of having helped a fellow human being realize his own potential. Any CEO knows the value of this. People are the most valuable resource in any company.

In addition, all people have some talent, which is usually hidden, lost under a pile of everyday routine. It is for the wise CEO to give all employees an environment in which their talents can bloom. Moreover, when this happens, the employee become self-motivated and you cannot stop him from achieving his goals even if you tried to.

In the terrorist attack on the Taj Mahal hotel Mumbai, in 2008, many employees laid down their lives in trying to help their clients out of the hotel safely. So remarkable is this that Harvard has actually commissioned a study to understand what motivated these employees to do so. A lot of the credit will go to the management obviously.

The achievement of results, the satisfaction of a job well-done, the success of the enterprise, the altruistic rewards of helping your fellow men achieve self-actualization... These are some of the benefits you will derive out of motivating others. It will help you head a team of people who are happy because they are involved in an enterprise and all rowing in the same direction. It will help you become a better person.

Chapter 3:

What Can You Do to Motivate People?

Synopsis

Since motivation comes in all shapes and sizes, everyone does not get motivated in the same way. This has its difficulties. Imagine you are a teacher handling 20 students.

These are all different students, students with different ethnic and economic backgrounds. They react to situations in different ways. They think differently. They offer different solutions to common problems.

What can you do to motive and inspire this motley crew of people? You have to look for the common thread that works for all. But, when you are managing a crowd of people—political leaders manage a whole nation full of people and even maintain good foreign relations—how do you make sure that your motivation does not fall flat on some of them?

Motivating people is a highly difficult job, and in this chapter, you shall see that perhaps the best way to motivate people is to not go about it in an individualistic manner.

If you try to give a carrot to each person individually, it might take a lot of time and effort as well. But, if you keep a bag of carrots for everyone to take from, it becomes easier. Even the people who do not

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