



MOTIVATION DIRECTION: MOVE TOWARDS OR AWAY

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The Consultants' Consultant

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What motivates us?

Some of us are motivated by moving towards heaven, nirvana, and a better world. Some of us want to go there, but what gets us off our seat and out of bed in the morning is the concern that if we don't do something, we'll be in hell.

Both of us are moving towards the same place, just the fuel is different.

There are 2 styles of motivation direction

- Moving towards values
- Moving away from values

towards

away

want to

achieve certain goals or outcomes

avoid certain situations or things

motivated to

have, achieve, attain

avoid, steer clear of or get rid of

move away from pain

move towards pleasure

difficulties in

recognising what should be avoided, frequently oblivious to what is not working or what is going wrong

maintaining goal focus and managing priorities; easily distracted by negative situations

respond to

"carrot"

"stick"

they talk about

what they want, will get, gain, achieve, accomplish, attain, obtain or have; people things or situations which they want to include

what they don't want; things to avoid, stay away from, steer clear of, get rid of or be repulsed by; people, situations or things which they want to exclude

fuelled by

benefits

consequences

Statistical Distribution

towards

away

40%

40%

Eliciting and detecting motivation type

Here's how to elicit motivation type.

Generally: What do you want in X? What will X do for you? What finally gets you out of bed on a cold morning?

Applying the motivation direction

towards

away

Selling

What this product/service will do for you (the utopic vision)

may see away from motivation as threats, fire and brimstone

Managing

bonuses, incentives, goals

be aware of their inability to notice potential problems

Training

training will help you to succeed - status, money, security etc

Coaching

come to coaching for help in attaining outcomes - may fail to recognise real problems - towards health

may want to achieve outcomes at expense of relationship

Influencing Language

get

attain

achieve

have

attract

include

obtain

What will happen if you don't have this product or service (hell on earth)
how to avoid and minimise the problems

may see towards motivation as bribery

threats, sanctions, disincentives

be aware of tendency to always bring up problems

negative consequences of not learning (lack of status, money etc) without training you'll fall behind

come to coaching because they can't cope any more - away from dis-ease

tell them how much worse it will be if they don't do what you ask

do not put Band-Aids on the problem.

avoid

repulsed by

steer clear of

keep away from

exclude

get rid of

not have

Some fun: the motivation direction prayers

For a little fun and to make this more real, here is the Lord's Prayer rephrased to appeal to both ends of the motivational spectrum. The prayer are excerpted from Wyatt and Marilyne Woodsmall's *People Pattern Power: the nine keys to business success*, 1998.

Move Towards Prayer

Lord God, Maker of heaven and earth. Give me this day my daily motives from heaven. Provide me with all manner of good things for thou hast promised bountiful rewards for your followers. Let they divine visions ever shine before me as a beacon of encouragement and hope. I am willing to work hard to reap my just rewards. I know that thou hast prepared a bountiful heaven for me and that my cup runneth over. Oh yes, Lord, could you arrange a little heaven on earth. I will work hard for reward, but it would be nice to get them first in this life as well as in the hereafter. Amen.

Move away from Prayer

God Almighty, deliver me from mine enemies and those things that make life unbearable. Protect me from temptation and evil. Remove my burdens and comfort me when I am afflicted. Please protect me from those who persecute me and remove me from pain and suffering. Also, Lord, protect me and rescue me from the tempter. I don't want to spend eternity in that horrible, hot place where evil doers perpetually live out their vices. I will do anything that Thou ask to avoid this place. I will work hard in any way that Thou ask. Just save me from eternal damnation and suffering. Things are bad enough here, Lord, and I would like to avoid more suffering in the afterlife. Amen.



About the author - Cindy Tonkin

Cindy Tonkin is the Consultants' Consultant.

She is a management consultant with more than 20 years experience.

She specialises in soft skills for clever people, and has a niche with data analysts. She runs several consulting brands, improvises, creates visual art and hangs out with her cats in Newtown, NSW Australia.

Cindy's first book, the **Australian Consultants' Guide** helped more than 6000 consultants set up their business.

Cindy gives consultants and managers tools to make doing business with people easy. She is one of the best-educated NLP-trained consultants operating in the business environment, with masters-level qualifications from the Université de Paris VIII and a First-Class Honours Degree from Sydney University. Cindy has worked for big consultancies such as Accenture and KPMG and boutique consultancies like her own. She has truckloads of practical, on-the-floor experience implementing organisational change from Chief Executive to Supervisor Level.

Her clients include major consultancy firms, public service organisations and Financial Services companies with internal consulting forces. She has written a fleet of books on how to make consulting businesses work more effectively, and how to be a better consultant.

In this century all of Cindy's clients have been repeat or referral business, a testament to her good work.



Cindy writes regularly for publications like Mortgage Professional Australia and Executive Excellence magazines. She has been featured on Radio 2GB and ABC Radio, in the Sydney Morning Herald and the Sun-Herald. She is a sought-after keynote speaker on a range of soft skills topics.

Visit Cindy's Blog:
consultantsconsultant.com.au/blog/

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