

**RESULTS**

**FITNESS**

# THE ULTIMATE MOTIVATION GUIDE

HOW TO BUILD STRONG HABITS AND REACH YOUR GOALS



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# Welcome

...to the Ultimate Motivation Guide.

Although it can often seem easy to be motivated when you are doing something you are passionate about, it is actually very hard to be motivated all the time. There will no doubt be days when you don't feel like working towards your goal. The trick is to find ways to keep things going, even through the challenging times.

When it comes to ensuring you achieve your goal(s), it is so important to remember your **WHY**.

What are the key factors that made you want to achieve this in the first place?

Keeping motivated takes **discipline, commitment, patience** and an **open mind**.

On the following pages you will find exercises to help you build strong habits and stay focused on your outcomes.

It is now up to you to choose the steps that will help you on your journey.

Enjoy the adventure.

## Keeping motivated takes...



# Motivation

*Are you looking to make a change in your lifestyle, modify your habits or embark on a challenge, but always seem to make a false start and never achieve what you had hoped to?*

*What is stopping you?*

*What are you waiting for?*

*Are you waiting for the time to be right?*

*Are you waiting for the moment you feel  
that everything falls into place?*

*Are you waiting for the moment when you  
have enough uninterrupted time?*

*Are you going to keep waiting,  
whilst feeling bad about not doing anything?*

“  
The chains of habit are too  
weak to be felt until they  
are too strong to be broken.  
”

*Samuel Johnson*



## What does motivation mean to you?

Making a positive change to your lifestyle habits and sustaining that change can be a daunting prospect. Sadly, there is no magic pill, or a 'one size fits all' formula for success.

Using our passion, research, and experiences with clients, we have created, adapted, adopted and refined some simple guidelines to help you embark upon 'change'. Our experience has shown that by following this guidance, you are more likely to make steps in the right direction.

There is no specific order in which these steps should be carried out, some may work for you and some may not, but hopefully they will inspire you to dig deeper within yourself and look for resources and support that are close to hand.



## What is motivation?

The dictionary definition is: *"The state or condition of being motivated or having a strong reason to act or accomplish something."*

Or, simply put, **what you require or need to acquire when you really want to do something.**

When we first considered creating this guide, the intention was to purely focus on motivation. However, the more we researched and discussed, it became clear that motivation alone does not help you achieve the results you desire. We concluded that the potential for personal growth and development was so great, it could not be overlooked. As a result, we have created some simple tasks for you to complete as you work through the 'course', helping you dig deeper into your 'self' and making the journey more enjoyable and productive.

There will be times when no matter how hard you try, you may struggle to muster up the motivation you need. These are the days that you have to really dig deep and force yourself to just go and do it. **Motivation without commitment and dedication to your goal is worthless.**

### SCENARIO

You are training for a marathon and have run the odd 10k in the past, but this is your first attempt at this distance. You have your training plan and you know there are at least 3 months of thorough training ahead. There will be plenty of days you won't feel like training. There will be an array of factors which will affect your mojo, whether it's the weather, aches and pains from previous days of training, or social pressures from friends and family.

It might be okay to let the odd session slip, but remember, there will be a consequence. Perhaps if you only miss your training once in total, the consequence will be negligible. But if it happens on repeat, then that will have an overall impact.

**Ask yourself, how much do you really want it? How committed are you?**

## TASK

How do you motivate yourself? .....

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Can you motivate yourself, or do you require an outside source to get you going / keep you going?.....

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Before we move on, it is crucial that you understand fully, who you are and what works best for you. As we have already identified, the first thing you need to know about motivation and motivational techniques, is that one size does not fit all.

For the purpose of this guide, **we believe that there are two kinds of people in this world.** The first group are those who are **Intrinsically motivated**, meaning they are able to find the motivation within themselves. If they need to exercise or change a lifestyle habit, they just get on and do it.

The second group are those who require some form of external motivation, whether that be from a trainer, coach, app or friend. These people are **Extrinsically motivated**.

**Which one are you?**

**Or are you a bit of both?**

Chances are, like the vast majority of people, you are somewhere in-between the two. If this is the case and you wish to succeed, it's imperative that you attempt to learn, understand and practice a bit of both. As circumstances, 'influences' and moods can vary on a day to day basis, your ability to manage internal and external factors, will help you steer closer to your goals. But as we are about to discover, motivation alone, is not enough.

In his ground-breaking book, *The Chimp Paradox*, Dr Steve Peters makes the case that motivation generally happens when there is a **great reward to gain**, or when we get to that point where **change is a necessity**. Feeling very motivated every day, is out of reach, even for the most talented and dedicated individuals.

What makes the difference for this group, and will make the difference for you, is **COMMITMENT**.

Commit to a plan and stick to it, never give up or give in, even when you don't feel like doing it every day. Practicing commitment will get you closer to achieving your goal.

ARE YOU INVOLVED

OR COMMITTED?



“  
The difference  
between involvement  
and commitment is  
like ham and eggs. The  
chicken is involved;  
the pig is committed.

“

*Martina Navratilova*

**TASK**

List 3 things that you have committed to for longer than a year?

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If you are a member of a team or a club, chances are you turn up week in week out for the team and the club (External). What would you do without this support? .....

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List 3 things that you have quit. Chances are, this list will be the easier to write.

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## Why do we quit and what is the reason so many people quit?

One of the main reasons is **PERFECTIONISM**.

It is important that you realise from the offset that there is never a perfect moment you'll feel completely ready.

If you chase perfection, you will set yourself up for disappointment. The pursuit of excellence can often lead to procrastination, so our advice is to do the best you can do, with the emphasis on **do**.

If Apple waited for the perfect iPhone, we could still be waiting. Instead, year on year Apple have created 'better' versions, adapting to customer feedback and technological breakthroughs. The same is true for Microsoft and Windows 10, Volkswagen and the latest Golf MK 8. "Just Do It" and if it is not perfect, just focus on the fact that you seized the moment and took action. The vital action in breaking the cycle of perfectionism is to simply start doing things.



The pursuit of excellence can often  
lead to procrastination...

## Set a Goal

*"If you fail to plan, you plan to fail"*, is the mantra preached from many a self-help book.

There is no escaping the fact that you need an end point, just as much as you need the motivation to reach that goal. The aim of this book is to help you with your goal setting and how you plan to reach that goal.

### What is Goal Setting?

Goal setting has been defined as the act of selecting a target or objective you wish to achieve.

#### TASK

What is your goal? Before continuing with this book, take five minutes to think about your goal/s and write them down.

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For the purpose of this exercise, we will assume that you are planning to shed some weight.

#### Where do we start?

Start with the **END** in mind. How much weight do you want to shed?

The more specific you are, the more likely it is that you will get the result you want.

**TASK**

What are you prepared to do to achieve this goal?

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What are you not prepared to do?

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If you have more than one goal, print multiple copies of this page and complete this task for each goal.

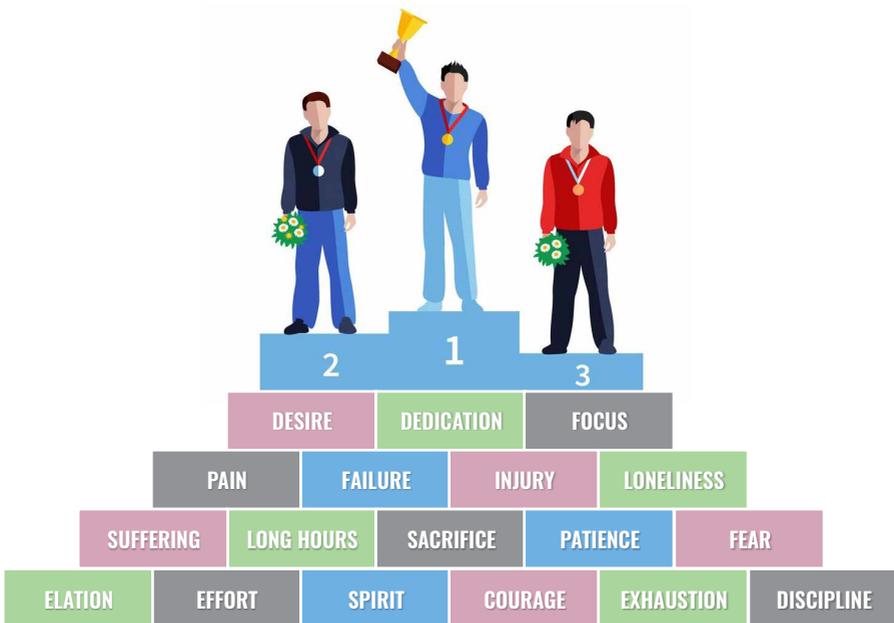
## Here is the crux.

Many of us want to achieve success, many of us dream of writing a novel, learning a new language, or even winning an Olympic Gold, but few are prepared to put in the hours or make the sacrifices to achieve these results.

The real challenge you face is not just about determining the goal you wish to achieve, but whether you are willing to accept the sacrifices and trade-offs required to achieve your goal.

When you are truly committed to achieving something, you don't accept any excuses... only results.

**So, when setting your goal, it is vital that you not only focus on the rewards you want to enjoy, but also understand the costs you are willing to pay.**



**TASK**

What is your goal?

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Has it altered in any way since you initially set it?

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## Now you have your goal, let's plan

Remember, having a plan is a great idea, but it is completely useless and a waste of time, if you do not put it into action.

**Here are a few ideas to help you with your planning and put it into practice:**

- Ask a friend or seek professional guidance to help you build your plan. Not only can they act as a sounding board and help you foresee hurdles along the way, they can make you accountable for its implementation. This is YOUR plan, not theirs, so if you are working with someone on your plan, make sure you own the decisions you make. Own your plan and know it inside out.
- Make copies of your plan and keep it updated. Always have your plan close by.
- Upload your plan to your smartphone and add to it regularly. Comment on any progress, struggles, ideas and breakthroughs. Keep it alive.
- Break your plan down into achievable chunks. Weekly goals and daily actions will help keep you and your plan moving in the right direction.

### TASK

Start your planning.

Sit down with a friend and go through the plan again.

Action your plan.

## SET A TIME – Create the space

You will now have come to realise that making a change is challenging. It will become impossible if you have not allowed time and space for change. Since all of our days are limited to just 24 hours, it is vital that you make the most of each hour that is spare.

Assuming you are one of the healthy members of the working population, you probably sleep for about 8 hours and work for 8 hours. This leaves you with 8 hours left each day. Of this, you probably spend 1-2 hours preparing food and eating, 1 hour showering, dressing and getting ready, and 1 hour doing household chores. This leaves you with an hour or two spare, at most.

Blocking out time in your diary each day is imperative, even if it's just 15 minutes. If you think you don't have the time, consider how long you spend each day on social media, or watching TV, or doing things that aren't really a priority. Substitute one of these activities or incorporate your new 'habit' within these time frames.

Find opportunities to implement new habits throughout the day e.g. practice floor stretches whilst watching TV, listen to an educational podcast whilst driving or in the bath, walk around the house whilst on the phone. Make it fun and reclaim back some time in your day to help you on your way.

