



How to develop a personal passion



Practical Tips to Increase Your Motivation to Achieve

Andy Gilbert

OTHER E-BOOKS IN THIS SERIES

*'How to achieve what you want when you want!'
7 powerful principles of successful thinking for work,
life and everything*

by Andy Gilbert, Go MAD Thinking Founder, this FREE 33 page e-book is packed with ideas and tips on the seven principles of successful thinking. It contains eight top tips to help you define your goals, five steps to help you plan your priorities and yet more tips on strengthening your self-belief, how to involve others more successfully and how to make choices. Put into action immediately, these ideas will greatly increase your probability of achieving what you want, when you want.

Each of the powerful principles of successful thinking are the subject of a separate e-book, giving more detail and additional tips to help you.

To obtain your copy of this FREE e-book simply email:
info@gomadthinking.com

THINKING PRINCIPLE TWO

*'How to determine what you want and when you want it'
Pragmatic steps to leaping into the top 5% of goal definers*
gives you tips on defining exactly what it is you want to achieve, as well as helping to increase your self-belief that you can achieve it. It will make your task of deciding priorities, which we cover in this e-book, really easy!

THINKING PRINCIPLE THREE

*'How to produce plentiful possibilities, pressing priorities and perfect plans'
Quick and easy tips to plan your success and get you started*
offers some quick and easy steps to plan your success and get you started. With tips to eliminate time wasting, generate loads of ideas and produce a plan that will work for you, it will help you make your goal come to life and stay alive!

© Go MAD Thinking
Visit www.gomadthinking.com for publications and programmes
Go M.A.D.® is a registered trademark. Please respect this.

THINKING PRINCIPLE FOUR

'How to create a self-belief that you can and will achieve'

Powerful insights into building the confidence to succeed

expands on Henry Ford's famous quote, "Whether you believe you can do a thing or not, you are right." It gives a powerful insight into just how much we are governed by limiting beliefs, and how we can harness the power of our minds to achieve so much more than we ever dreamed possible.

THINKING PRINCIPLE FIVE

'How to get others on your side'

Definitive guidelines on involving others to achieve what you want

gives an explanation of the five types of people that you can involve to help you achieve your goal. Research has shown that the bigger your goal, the better your chances of success if you involve others to help. If you only ever involve the people closest to you, then this e-book is for you!

THINKING PRINCIPLE SIX

'How to make personal choices and take responsibility'

Insightful ideas to help you own your thoughts and actions

takes a hard look at responsibility and its consequences. Personal Responsibility lies at the heart of the Go MAD® Results Framework. Without it, you are missing out on success, respect and leadership. It even promises to be liberating!

THINKING PRINCIPLE SEVEN

'How to guarantee success'

Clear and simple tips on taking action and measuring results

is a hard-hitting finale to the seven key principles of Solution Focused Thinking. As well as challenging your thinking, and challenging you to put it all into practice, there is valuable advice on measuring goals, especially difficult-to-measure things like 'confidence'. Plus, an invitation for you to choose to make a difference.

To order any of the above e-books, visit:

www.gomadthinking.com

© Go MAD Thinking

Visit www.gomadthinking.com for publications and programmes

Go M.A.D.® is a registered trademark. Please respect this.

CONTENTS

	Page
Introduction	<u>5</u>
- 6 ways that this e-book will help you	
1. Are you a 'whining dog'?	<u>6</u>
2. If you don't enjoy it, change something	<u>7</u>
- Your 4 choices in life	
3. How to escape from the rut	<u>9</u>
- 8 questions to help you	
4. Why New Year's Resolutions don't work	<u>11</u>
5. How to save yourself masses of time	<u>11</u>
6. Maintaining the new momentum	<u>13</u>
- 3 tips to keep saving time and stress	
7. Are you a Push-Me-Pull-You?	<u>13</u>
8. Identify what you value	<u>15</u>
9. Don't say it if you don't mean it	<u>15</u>
10. Make the reason why stronger than the reason why not	<u>16</u>
11. Eliminate 'trying'	<u>17</u>
12. Move beyond thinking, "One day I will..."	<u>18</u>
13. Make a difference in Egypt (or not, as it happened)	<u>18</u>
14. Choose to be happy	<u>19</u>
15. Remind yourself with a trigger	<u>20</u>
16. Learning summary	<u>21</u>
17. Where to go from here	<u>21</u>

Copyright

© Copyright 2018 Andy Gilbert

Ideas expressed in this e-book are based on the earlier work by Andy Gilbert, 'Go MAD - The Art of Making a Difference' ©2016

This e-book is copyright. Apart from any fair dealing for the purpose of private study, research, criticism or review, as permitted under the Copyright Act, no part may be reproduced by any process without written permission from the publisher.

Liability disclaimer

The material contained in this e-book is general and is not intended as advice on any particular matter. Go MAD Thinking and the author expressly disclaim all and any liability to any person whatsoever in respect of anything done by any person in reliance, whether in whole or in part, on this e-book. Please take appropriate legal advice before acting on any information in this e-book.

© Go MAD Thinking

Visit www.gomadthinking.com for publications and programmes

Go M.A.D.® is a registered trademark. Please respect this.

INTRODUCTION

Welcome to 'How to develop a personal passion'. This e-book is designed to help you define and develop your motivation to achieve. How often do you look at your in-tray and see stuff that's been there for ages? What do you say to yourself? "Oh good, I can't wait to get on with this?" or perhaps more realistically, "I know I need to do this, but I really can't be bothered!" Maybe you eventually do it, unwillingly and unenthusiastically, but only because the deadline is approaching fast.

This e-book will help you:

- Increase your motivation for things that are essential, but you don't enjoy
- Release the guilt complex for things that you feel you should do, but really can't be bothered with
- Set a firm foundation for things you want to make a difference about
- Provide an explanation for some of the things you haven't achieved in the past
- Change your approach to things you don't like
- Recognise and help other people who are 'whining dogs'.

At Go MAD Thinking we researched what made people successful. The result of the 4000 hours of research was a framework of seven linked principles that we call, 'The Go MAD® Results Framework'. If you haven't done so already, you may wish to get our free e-book 'How to achieve what you want, when you want', which gives an overview of the Go MAD Results Framework. The first thinking principle is called 'Reason Why'. It might sound obvious, but you need a strong reason why to be motivated to achieve. So, I'm going to take a closer look at your reason why and give you tips and techniques to help you.



The Go MAD® Results Framework

As all seven principles are linked, read the free e-book as well for maximum effect!

But first – a story about a whining dog!

1. Are you a 'whining dog'?

Imagine a scene from an American movie, set in an old mid-western town. There's a house with a large wooden porch and a rocking chair for Grandpa. It's a hot sunny day and a dog whines, but nobody takes much notice. Another dog walks by and hears the whining.

"What's the matter? Why are you whining?" asks the passing dog.

"I'm lying on a nail and it hurts", replies the first dog.

"Well why don't you do something about it?"

"It doesn't hurt enough."

© Go MAD Thinking

Visit www.gomadthinking.com for publications and programmes

Go M.A.D.® is a registered trademark. Please respect this.

How many whining dogs have you met, who talk about making a difference yet haven't got a strong enough reason why? I occasionally work with groups where it seems that most, if not all, are lying on some form of nail.

Perhaps you've been there yourself. Most people have at some time in their lives. Most of all we hear people complaining about their jobs or their lot in life. Does any of this sound familiar?

- My job is so boring.
- I went on a course to learn xyz but I'm not being given the opportunity to practise it.
- My boss doesn't tell me anything that's going on.
- None of the departments ever work together.
- My boss doesn't appreciate what I do.
- I'm overworked and underpaid.
- I never seem to get out and about.
- I'd really like to work for myself.
- I always have to stay late to get everything done.

When a person continually grumbles about one of these things, but does nothing to make a difference, then they're lying on the proverbial nail.

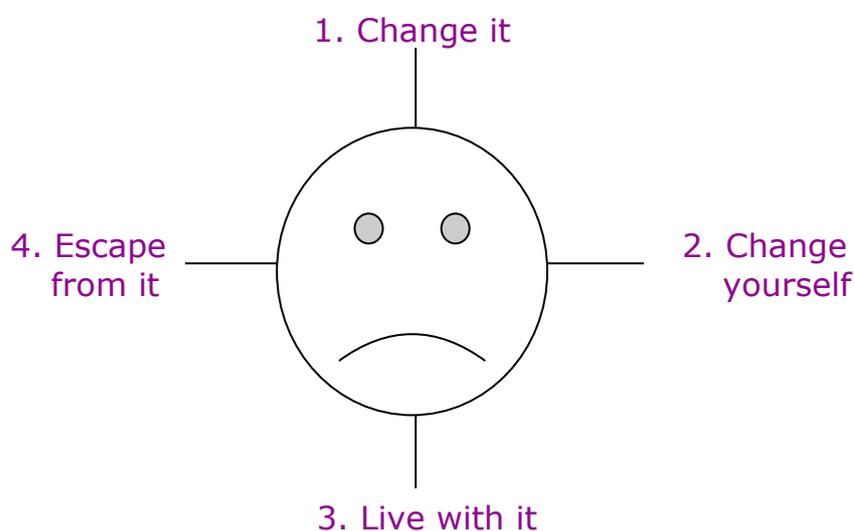
If you find yourself stuck with a 'whining dog' at home or in the office, it's easy to be sucked into the same syndrome and find something to moan about yourself. However, if you're not a natural whining dog, then you might say, "Then do something about it!" This could be more easily said than done for someone whose self-belief that they can actually change something is very low. If this is the case, you could well receive a response along the lines "That's easy for you to say in your position. But I've got..."

At least now I (and you!) can say, "Here, have a read of this e-book!" As you read through the rest of this e-book, you'll also find some good questions that you can ask them!

2. If you don't enjoy it, change something

The truth is that we all have choices. Sometimes the choice is so bad that we don't believe it is a choice. What this actually means is that we have a very strong reason why not. If you have recognised yourself as a 'whining dog' or recognise it in others around you, then this section is definitely for you.

Whatever *it* is, when your heart is not in *it*, you don't enjoy *it*. You become less motivated by *it*, and less likely to make a difference about *it*. A strong 'reason why' is lacking. So, what are your options? You basically have four choices:



Option 1 isn't always possible. Sometimes *it* can't be changed. Even if you can change *it*, you might not have a motive for action that is strong enough to make a difference.

Option 2 is about changing the way you respond to *it*. You could focus on finding an enjoyable part of *it*. You could develop a more positive response to *it*. You could choose to appreciate the importance of *it*. This is about changing how you are 'thinking' about *it*.

Option 3 is doing nothing about *it*. But, if you carry on doing *it*, stop whining about *it*. This might prove to be a difficult option if the nail becomes more painful!

Option 4 is finding another *it*; one that is enjoyable or at least one that is less painful. It is often the last option that we consider, because of the consequences (e.g. in a relationship breakdown or leaving a well-paid job).

**"Half the world is composed of people who have something to say and can't, and the other half who have nothing to say and keep saying it."
Robert Frost**

© Go MAD Thinking
Visit www.gomadthinking.com for publications and programmes
Go M.A.D.® is a registered trademark. Please respect this.

Let me give you a personal example from one of my colleagues. She was working as an Export Sales Manager for a large well-known company. She'd left a company where she'd worked in a small division of like-minded people where the teamwork had been excellent. This is something she hadn't really appreciated until she arrived at the second company where she found the lack of teamwork and trust frustrating and soul-destroying. Something needed to change.

Option 1

She attempted to change the situation by building as many bridges as she could with the other people and departments. She made some inroads, particularly with the manufacturing units outside the UK. However, the distrust was so ingrained within the UK operation that she began to run out of steam and felt she was banging her head against a brick wall, especially with having four different bosses within one year.

Option 2

She'd been through little management development at this stage, having left the first company through the lack of it. She was unaware that changing herself and her perspective of things was an option, so she moved to Option 3.

Option 3

She attempted to live with the situation for a few months, but her friends and family had to put up with the whining, as did the one or two people within the company that she could talk to.

Option 4

Eventually the nail became so painful she chose option 4. Having only been there for 20 months, she felt that she hadn't done the job justice.

3. How to escape from the rut

Looking back at her experience, my colleague feels that if she had the same job now, she would approach it in a very different way and the outcome would have been very different. If you don't enjoy something, choose which option to take. The decision is your responsibility. Also, assess if you have a strong enough reason why to do anything?

Discomfort can become unnoticeable over a period of time and may even be accepted as the norm. The effort of doing something about

it can be perceived as more uncomfortable than the current discomfort. For many people, avoiding embarrassment or failure can be a stronger reason why not to attempt something, than the potential outcome or desired results. Hence, nothing happens.

Why do so many people, who are unhappy at work, wait until their jobs are made redundant before moving to one that they enjoy more? Because it doesn't hurt enough, yet. A comfortable rut can be a dangerous rut. Mark McCormack, in the book, 'What they don't teach you at Harvard Business School', makes the following link between aligning your work with your values:

"If you're bored it's your fault. You just aren't working hard enough at making your job interesting. It is also probably the reason you haven't been offered anything better. Find out what you love to do and you will be successful at it."

Have you heard the expression: "Get a life"? I've heard it used sarcastically and out of desperation or exasperation. In order to escape from the rut, you need a reason why. So, let's be more focused:

**"I am the master of my fate; I am the captain of my soul."
William Ernest Henley**

Whether you're in a comfortable or uncomfortable rut at the moment it might be useful to ask yourself these questions, if you think that the nail is becoming painful. Find a piece of paper and start by writing down your answers.

- What could I possibly do to change the situation?
- What might be the benefits of staying in this rut?
- What could be the benefits of climbing out of this rut?
- What do I really dislike about this situation?
- What do I really like about this situation?
- What might possibly make the other people in this situation act in the way they do?
- How could I possibly change the way I think about this situation/these people?
- What might I possibly miss if I escaped from it?

Keep going until you have at least ten answers for each question. Then spend a bit of time thinking about your answers. What are your answers telling you?

© Go MAD Thinking
Visit www.gomadthinking.com for publications and programmes
Go M.A.D.® is a registered trademark. Please respect this.

Now give yourself a score on the strength of your reason why to get out of the rut, where 1 is low (I can't really be bothered at all) and 10 is high (my reason why is so strong it keeps me awake at night). If you scored between 1 and 5, then you have two more choices.

1. Realise that you haven't got a strong enough reason why to change. Stay in your rut and stop whining!
2. Understand that at the moment your reason why to make a difference is probably not strong enough. Keep reading to help you strengthen your reason why.

If you scored 6, 7 or 8 then you've a reasonably strong reason why to change. However, anything else in your life that has a strength of reason why with a score of 9 or 10 will take precedence. You've been warned!

If you scored 9 or 10, then you've an excellent foundation on which to make a difference.

4. Why New Year's Resolutions don't work

At 11.45 pm each December 31st, with a drink in one hand and the other clutching a handful of crisps, millions of people talk about differences they intend to make. Differences that, for most, won't be made! New Year's Eve is absolutely the wrong time of year to decide to make a difference. For the next few weeks, healthy diets are maintained, smoking ceases, exercise increases, habits temporarily halt and what's the reason why? "It's my New Year resolution!" Very often, this tradition at New Year is the only reason why and, for most people, it does not prove to be strong enough as a motive for continued action.

Next time you are tempted to make a New Year's Resolution, subject it to the same scrutiny that we did in the last section. Give it a score from 1 to 10. Ask your heart of hearts how strong is your *REAL* reason why for wanting this change. If it comes out at a score of 5 or less, then do yourself a favour – DON'T BOTHER!

5. How to save yourself masses of time

Where there's no will, there's no way! When the reason is strong enough, you'll do what's necessary. Strong willpower is always caused by a strong underlying purpose; a reason to put in the effort and take action. Reasons are the fuel behind the goal. Without

them, there will be no substantial progress. Strong reasons are what cause you to want the goal in the first place.

Take yourself back to that in-tray full at the bottom with stuff that you don't really want to do. Or it could be your email inbox. Look at everything that has been there for more than three days. Divide it into two groups, one group for things that are essential for you to do because of your job, and the other group is the 'nice, but not essential' stuff. If you've a long 'to do' list at home, you can apply the same principle.

Going through the 'nice, but not essential' group, assign a score of 1 to 10 (again 1 is low and 10 is high) of how strong your reason why is to do it. There may be a variety of reasons, but usually there'll be one overriding reason. For everything with a score of 5 or less, BIN IT NOW! You're unlikely ever to do it, so put it in the bin or delete it and celebrate how much time you've just saved. Remember, if anyone else is involved, to let them know as a courtesy that you won't be able to complete the task. If you know someone else for whom it would be less onerous, more enjoyable or they might have a stronger reason why, you could suggest them.

For all those items with a score of 6 or more, plan in the time NOW to get them done. Then clear your conscience in the knowledge that it's in hand.

Now, tackle your essential stuff. Again, assign a score of 1-10. For those items with a score of 6 or above, you've probably guessed what to do! Yes, plan the time in your diary NOW! And then clear your conscience.

The essential things with a score of 5 or less are more of a challenge. Quite possibly these are items that have been delegated to you, but you aren't bothered about, or don't enjoy. Ask yourself these questions:

What is the underlying reason why this needs to be done?

- If you know the answer, then how important is it? If it's important, then read on, because you will need to increase your motivation to get it done somehow. If it actually isn't that important, but appears essential because your boss asked you to do it, then ask your boss how important it is to him or her. If it's a nice to do, then ask what sort of priority it should have over and above your other tasks. Your boss may suddenly realise that it's really not that important and would make undue

© Go MAD Thinking

Visit www.gomadthinking.com for publications and programmes

Go M.A.D.® is a registered trademark. Please respect this.

demands on you. Or alternatively, find a more suitable person to do it.

- If you don't know the underlying reason why, ask the person who delegated it to you. Your reason for asking is so that you can assign it the correct priority. It may also increase your reason why, if you understand their reason why, and why they particularly asked you to do the job.

If after this there are still essential items left that you don't enjoy, then, assign a time slot to get them done and ask yourself the following questions:

- How will I feel when I get this done? (Close your eyes and imagine yourself there already.)
- How might I break down this task into smaller more palatable chunks?
- Who might possibly be able to help me?

And keep reading! There are more tips to come!

6. Maintaining the new momentum

When new things land in front of you, immediately assign them a 'reason why' score to assess how bothered you are. Here's three tips, which will help to avoid that whining dog syndrome:

- Pass back or bin immediately, things that you now realise you'll probably never get around to doing.
- Challenge your boss (nicely!) if you believe that his or her reason why is actually very strong. You could even ask them to score it from 1 to 10, and agree what time-scale it should be given on the strength of the reason why.
- Plan time in immediately to get things done, which have a strong reason why.

Once you have done this, then, clear your conscience. Develop the habit of checking daily what MUST be done. Now, celebrate all the time you've saved by eliminating the worry and stress of having too much to do.

**"Don't let the fear of the time it will take to accomplish something stand in the way of your doing it. The time will pass anyway; we might just as well put that passing time to the best possible use."
Earl Nightingale**

© Go MAD Thinking
Visit www.gomadthinking.com for publications and programmes
Go M.A.D.® is a registered trademark. Please respect this.

7. Are you a Push-Me-Pull-You?

This is a wonderful two-headed creature that goes in two directions. The reason for mentioning it, is that there are two types of motivation, one pushes and the other pulls. Are you being pulled by a dream or pushed by circumstances? In other words, when working out your reasons why, do you notice that you are tending to move towards gaining pleasure or moving away from a specific source of pain?

For example, when the alarm goes off on a cold and miserable November morning and you're expected at work, you might reach out and press the snooze button. Getting out of your nice warm bed might not be something you particularly want to do. What eventually pushes you out of bed is the fear of the consequences (letting people down, being told off for being late and incurring the boss's wrath and so on). Imagine now a morning when you're going on a dream holiday. How quickly do you get out of bed and get moving? My guess is, much more quickly, because the holiday is pulling you towards your dream.

It doesn't matter which type of motivation is at play, but it's important to know the difference. If you're moving away from the source of pain, your motive for continuing to take further action is likely to decrease at some future point.

Let me give you an example, relating to making a difference about paying a mortgage. Your strong reason why to pay it off quickly might be to avoid paying any more interest than you need and to be rid of expensive life policies that you had to take out in association with the mortgage. Both these reasons are focused on moving away from something you don't want. With time, the mortgage reduces, and the amount doesn't appear so bad in relation to your salary and the value of the property. The pain then becomes less and might seem quite bearable. The danger is that the focus remains on the past e.g. "I can cope with it much better now", rather than refocusing and moving towards something you do want.

Similarly, your motivation for getting some of those things done at work, may be more associated with being pushed by circumstances (the boss wants them done, it's a government requirement) than being pulled by our enjoyment or wish to do them. Your movement away from the fear of the consequences might eventually persuade you to do them. However, this pushing might mean that you don't

© Go MAD Thinking

Visit www.gomadthinking.com for publications and programmes

Go M.A.D.® is a registered trademark. Please respect this.

do them as well or as quickly compared to something you enjoy doing.

There's a strong link here with the second thinking principle of defining goals. Once you have defined meaningful goals, i.e. those linked with a strong reason why, you start heading in a direction. Without a direction, you will drift.

8. Identify what you value

Whilst moving towards or away from things that give us pleasure or pain, we naturally move in line with our core values: those aspects of life we value as important. All goals and desires are vehicles for fulfilling our values. Hence, values influence the goals we choose and motivate us to take action. The stronger the values we hold, the greater our motive for action. If you don't have strongly held values, you will have little motivation.

"Your vision will become clear only when you can look into your own heart. Who looks outside, dreams; who looks inside, awakens."

Carl Jung

Here's a list of possible values. Identify those that are the most important to you.

Achievement	Family Happiness	Pleasure
Advancement	Freedom	Power
Adventure	Friendship	Recognition
Affection	Health	Responsibility
Competitiveness	Helpfulness	Self-respect
Co-operation	Inner Harmony	Spirituality
Creativity	Integrity	Wealth
Economic security	Involvement	Wisdom
Fame	Loyalty	
	Personal	
	Development	

This list is not exhaustive. There may be other values that aren't listed, but that are important to you. That's okay, you can add them to the list. Work out which are your top ten values, then reduce it to five. If you had to choose just one overriding value, what might it be? Gaining greater insight into your core values will help you

© Go MAD Thinking

Visit www.gomadthinking.com for publications and programmes

Go M.A.D.® is a registered trademark. Please respect this.

understand more clearly what drives you to behave and act as you do. It will also help to develop goals that you consider worthwhile.

9. Don't say it, if you don't mean it

I often smile to myself when people talk about their core values and then act differently, in accordance with their real values. You might fool yourself, but you won't fool any onlookers. Classic examples include people working 15 hours each day and stating their core values relate to family relationships, when they're often striving for economic security, recognition or achievement. Actions speak louder than words.

10. Make the reason why stronger than the reason why not

'Good health and physical fitness are important.' Most people would agree with this statement; but how important? Important enough to make a difference about your own health and fitness? When people talk to me about losing weight or getting fitter, I now tend to ask, "What's your reason for wanting to?" The answers often reveal the lack of a strong reason why, or lack of conviction. There's frequently a strong link with their self-belief, another of the key principles of Solution Focused Thinking.

**"Your work is to discover your work and then with all your heart to give yourself to it."
Buddha**

When I consciously started to apply Solution Focused Thinking to my own health, I realised I needed a really strong reason why. I particularly wanted a reason that was pulling me towards a dream, rather than pushing me by circumstance. So, I linked it with one of my life ambitions – to live to a ripe old age. Looking around for role models, I realised that they tended not to be overweight. To put it bluntly, fat guys don't live as long! So, my motivation – my strong *reason why* – is to live 10-20 years longer. If I've only got one life, I want to make the most of it. This, for me, is a compelling reason why I want to make a difference about my health that's far stronger than all the reasons not to.

These days we are bombarded with government advertising as to why we shouldn't be smoking or overweight. For those of us who don't smoke or who aren't overweight, it's a challenge to imagine

© Go MAD Thinking
Visit www.gomadthinking.com for publications and programmes
Go M.A.D.® is a registered trademark. Please respect this.

why someone wouldn't want to give up junk food and smoking. However, the vast majority of advertising concentrates on the reason why NOT and the fear of the consequences, rather than creating a compelling reason why. For those who smoke or have an unhealthy diet, it doesn't help them move towards a dream.

You must find your own reasons why. They must be important enough for you, not for someone else, if you really want to make a difference. An intensity of purpose, a burning desire, when harnessed to clear goals is a powerful source of energy. The more intense the feelings, the greater your motivation to achieve what you want.

For those things in life where you now realise you're being pushed by circumstance rather than pulled by a dream, ask yourself the following questions:

- What could be the biggest benefit of achieving this?
- What might this possibly do to my quality of life?
- What might I possibly be able to do, that I wouldn't have been able to do before?

Close your eyes and take yourself into that future. What are people around you doing or saying? What can you see, hear, feel, taste or smell?

So, what might be the biggest **reason why** that will pull you towards a dream? Write it down now and put a note where you'll see it on a regular basis to remind you!

**"There is no scarcity of opportunity to make a living
at what you love; there's only a scarcity of resolve
to make it happen."**

Wayne Dyer

11. Eliminate 'trying'

Have you ever asked someone to do something, or invited a person to go somewhere, and they've replied that they will *try* and do it, or *try* to attend? You know, and they know, that *try* really means, 'I haven't got a strong enough reason why, to definitely commit, but I don't want to upset you'. Have you ever done that to someone else? Or even to yourself? Do you ever promise yourself that you will *try* to do something?

© Go MAD Thinking

Visit www.gomadthinking.com for publications and programmes

Go M.A.D.® is a registered trademark. Please respect this.

Eliminate the word *try* from your language – unless you play rugby! In most cases it serves no useful purpose, and it programmes your mind with the possibility of not succeeding. Either plan to do it or decide not to. Be decisive. Notice the difference between saying, “I will *try* to make a difference”, and, “I will make a difference”. The latter has more resolve and indicates a stronger underlying reason why.

If you’re still not sure about the importance of eliminating this word, put your pen on the table. Now *try* to pick it up. Remember, I asked you to *try* to pick it up, not to actually pick it up. It’s pointless *trying*. Develop a reason to make a difference, or choose not to.

Watch out, or rather listen out, for people who are always *trying* to do things; *trying* to save money; *trying* to lose weight; or *trying* to complete a project on time. Notice also, the tone of voice that often accompanies *trying*. It is a good indicator that a strong motive for action is lacking, or the person lacks belief in their ability to achieve.

12. Move beyond thinking, “One day I will...”

Stop kidding yourself that you’re going to do certain things, if you haven’t had a strong enough reason to do them in the past. Has anything changed to strengthen your motivation? Well, something needs to, because unless it does, that day will never happen.

There’s a big difference between pursuing a dream and following a fantasy. Dreams are attainable if you visualise in detail, start to plan a realistic way of accomplishing them and apply the seven key principles to make a difference. Fantasies are outside of your control. You’ve a better chance of being struck by lightning than winning the Lottery.

Move beyond thinking, to positive action. If your reason why really is strong enough, define a goal and start to plan priorities. If you can’t, or don’t want to, then it’s either a fantasy or you haven’t got a strong enough reason why. Either do it or dump it; plan it or park it.

13. Make a difference in Egypt (or not, as it happened)

I remember visiting Egypt and seeing the Sphinx in Cairo. The tour guide explained that the missing nose of the sphinx was in a

© Go MAD Thinking

Visit www.gomadthinking.com for publications and programmes

Go M.A.D.® is a registered trademark. Please respect this.

museum in London. Caught up in holiday euphoria, my mind started to fantasise, "Wouldn't it be great to reunite the sphinx with its nose". I set a goal and started my plan of action. I relaxed for the remainder of the holiday, knowing that I needed to continue my plan once I returned home.

Six years later and no further progress; the strength of my reason why, on a scale of nought to ten, was less than one. I had discovered more important things to make a difference about. Let me know if your core values relate to Egyptology and I will send you the photographs!

14. Choose to be happy

Happiness is a choice. Choose to be happy rather than *trying* to be happy. Take personal responsibility (thinking principle six) for being happy rather than blaming others and believing (thinking principle four) that they, or circumstances, are the cause of unhappiness. Remember the whining dog! I just want you to challenge your thinking.



The Go MAD® Results Framework

© Go MAD Thinking
Visit www.gomadthinking.com for publications and programmes
Go M.A.D.® is a registered trademark. Please respect this.

The principles are linked together in a system. Changing one can adversely affect or benefit another.

15. Remind yourself with a trigger

Various things can act as an internal reminder of the strength of your reason why. These 'triggers' could be:

- a key word that you say to yourself
- a statement or phrase (e.g. written on a bookmark or screensaver)
- a picture of something
- a visual image in your mind
- a deliberate physical action you make (e.g. a way of clenching your hand).

It could be a combination of these things. Many successful sports players deliberately create and use internal reminders to help them achieve success. If you've ever watched tennis at Wimbledon, you might have noticed many of the players giving themselves internal reminders, through a physical action, between games or before important points in matches.

Ensure that your trigger is as powerful and strong as it can possibly be. Test it a few times. Remember that the trigger is only useful if the reason why is strong enough in the first place. Make sure you are not left with 50 postcards of a noseless sphinx!

**"Doing something worthwhile creates its own motivation."
Duane Alan Hahn**

16. Learning summary

Here's a summary of the points covered.

- We have four choices when we don't enjoy something. We can change it, change ourselves, live with it or leave.
- We can leave a rut if we choose to want to and develop a strong reason why.
- Test your reason why for your New Year's Resolution before you make it.
- Save yourself time and stress by testing your reason why for doing something before it goes on your to do list.
- There are two types of motivation. One pushes you through circumstance, the other pulls you towards a dream. Identify what's motivating you. Note that the 'pull' type normally creates a more powerful reason why.
- Create a 'pull' type of reason why to increase your motivation.
- Identify your values in life as it will help you determine a strong reason why.
- Eliminate the word 'try' from your language.
- Choose to be happy.
- It's useful to create a trigger to remind yourself of your reason(s) why.

17. Where to go from here

Your journey to success has begun! Developing a strong reason why and avoiding the whining dog, in yourself and others, will give you an excellent foundation on which to build your success.

Your next step is to make sure that your goal is very clearly defined. Our research has shown that the majority of people

© Go MAD Thinking

Visit www.gomadthinking.com for publications and programmes

Go M.A.D.® is a registered trademark. Please respect this.

understand the concept of clear goals, but very few are able to put their understanding into practice. Discover more about goal defining by reading our free e-book 'How to achieve what you want, when you want'.

If you have any comments or questions, simply email the Go MAD Thinking team at info@gomadthinking.com. We look forward to hearing from you!

**"You miss 100 percent of the shots you never take."
Wayne Gretzky**

[Discover more ways to Make a Difference](#)

You can find and order all our books and resources on our website www.gomadthinking.com

Go M.A.D. – The Art of Making a Difference.

By Andy Gilbert

Have you ever wondered why it is that some people seem to have the ability to make things happen? Why some people turn their thoughts into reality and really make a difference?

Based upon innovative research into the key principles applied by people successful in making a difference, this book describes in practical detail how you can do the same.

How to make a difference by transforming managers into leaders.

By Andy Gilbert

If you have ever wondered what the difference is between managers and leaders or want a few ideas to develop your leadership ability, then look no further.

This book contains over 300 practical tips and ideas contributed by over 60 senior HR and Operational professionals in over 45 organisations.

Stretch: Thinking Bigger, Better & Bolder - Digital Course

This digital course will teach you to think bigger, better and bolder to help you and your business thrive - now and in the future.

It will introduce you to two Go M.A.D.[®] Thinking frameworks, giving you access to a practical and innovative toolkit to use time and time again.

© Go MAD Thinking

Visit www.gomadthinking.com for publications and programmes

Go M.A.D.[®] is a registered trademark. Please respect this.

Take control of your thinking and focus on successful outcomes. Understand how beliefs and assumptions can impact personal performance. Be able to think more effectively to dramatically improve your results.

How to save time & money by managing organisational change effectively.

By Andy Gilbert

Based on over 20 years research and consultation with over 250 organisations, you will discover practical advice and clear explanations for managers to help themselves and others effectively handle people's reaction to organisational change.

Go M.A.D. About Coaching.

By Andy Gilbert and Ian Chakravorty

Imagine knowing the right question to ask, at exactly the right moment, in order to help you and others to think in a solution focused way and achieve greater results.

Imagine mastering a coaching framework that enables you to help yourself, your team and your organisation to make differences that really matter.

Go M.A.D. Thinking Cards.

However, you choose to use or play with your cards, they are designed to help you think in a solution focused way and develop your ability to make a difference.

Spade and Club cards contain questions to focus your mind.

Heart and Diamond cards contain possibility questions to open your mind.

© Go MAD Thinking

Visit www.gomadthinking.com for publications and programmes

Go M.A.D.® is a registered trademark. Please respect this.