



# Driving Motivation

New Jersey Society for Public Health Education

 973 419 0870 |  [www.wrightoneconsulting.com](http://www.wrightoneconsulting.com) |  [gwright@wrightoneconsulting.com](mailto:gwright@wrightoneconsulting.com)

Wright  ne  
CONSULTING

Identify **Potential.**  
Improve **Performance.**

# Contact Information

- George Wright
- [gwright@wrightoneconsulting.com](mailto:gwright@wrightoneconsulting.com)
- 973-419-0870
- [www.wrightoneconsulting.com](http://www.wrightoneconsulting.com)

# Question

- How many Public Health Educators does it take to change a light bulb?

# Why is Behavior Change So Hard?

- BIG IDEAS
- Humans and...



# Why is Behavior Change So Hard?

- BIG IDEAS
- Humans and...



# Why is Behavior Change So Hard?

- BIG IDEAS
- Humans and...



# Driving Motivation



# Driving Motivation





# Driving Motivation

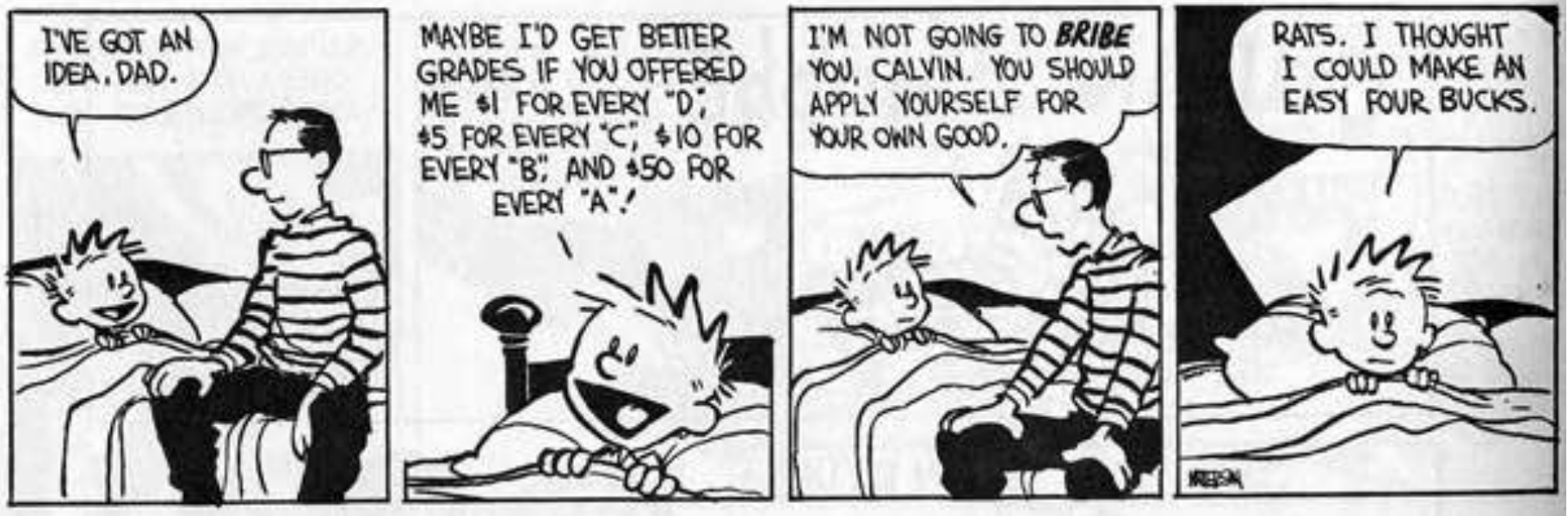
**You know you're  
a bad driver when  
Siri says:  
"In 400 feet stop  
and let me out."**



# Why Aren't We Motivated?

- **Probably thinking too much about the rewards involved.**
- We might be enthusiastic about the “carrot” or afraid of the “stick”, but you’re just not excited about doing the task itself.
- Rewards like money are tricky.

# Motivation



# Why Aren't We Motivated?

- **Envy**
- Envy will make you forget that the only life worth living is your own.

**LET'S GIVE AWAY A PRIZE!**

**Who are the individuals in this  
next picture?**

# Michael Phelps - Chad le Clos 200m Butterfly

Which Games?

2016 Olympics in Rio



**Michael Phelps**  
**1:53.36 – Gold**

**Chad le Clos**  
**1:54.06 - 4<sup>th</sup> place**

# Why Aren't We Motivated?

- **Overwhelmed**



# Why Aren't We Motivated?

- British cycling had only won a single gold medal in its 76-year history.
- Sir Dave Brailsford
- Formerly performance director of British Cycling - Currently General Manager of Team Sky



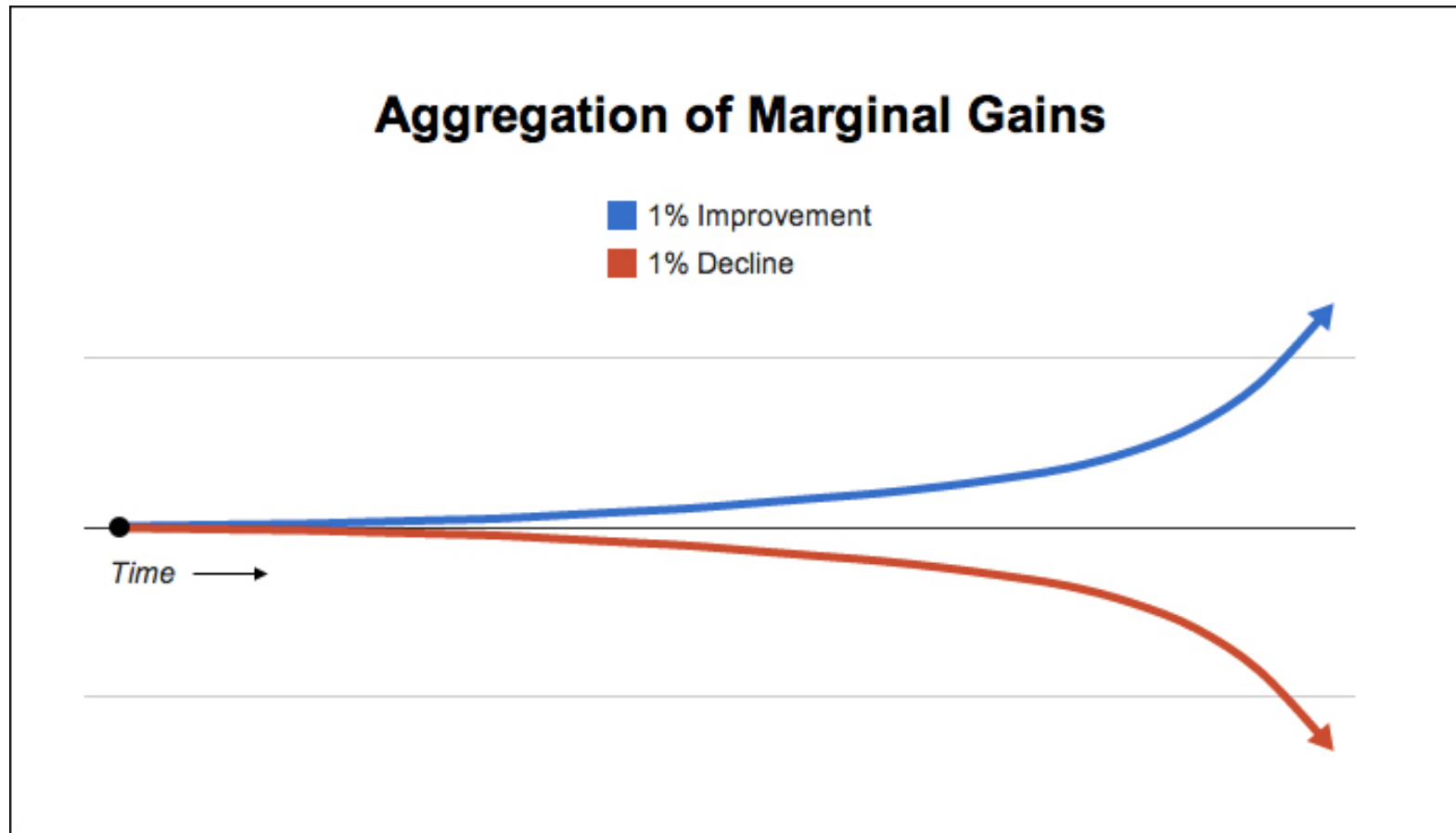


# Why Aren't We Motivated?

- Aggregation of Marginal Gains
- *1 percent margin of improvement in everything you do.*



# Why Aren't We Motivated?



# Why Aren't We Motivated?

- *Tire weight*
- *Tire inflation*
- *Lubricant used*
- *Type of pillow*



# Why Aren't We Motivated?

- *2008 and 2012 Olympic Games: eight golds at both*
- *59 World Championships across different disciplines*
- *Team Sky: Tour de France general classification winners: 2012, 2013, 2015, 2016 & 2017*





# Olympic Mind-set

- Learning from Mistakes
- An Incredible Work Ethic
- Hard Choices
- Passion



# Motivation

- What is Motivation?
- Internal and external factors that stimulate desire and energy to attain a goal.

# Motivation





# Motivation - Basics

- Fighting
- Fleeing
- Feeding
- Reproduction



# Motivation - Maslow

**Let's Give Away a PRIZE!**



# Motivation - Updates

**Let's Give Away a PRIZE!**

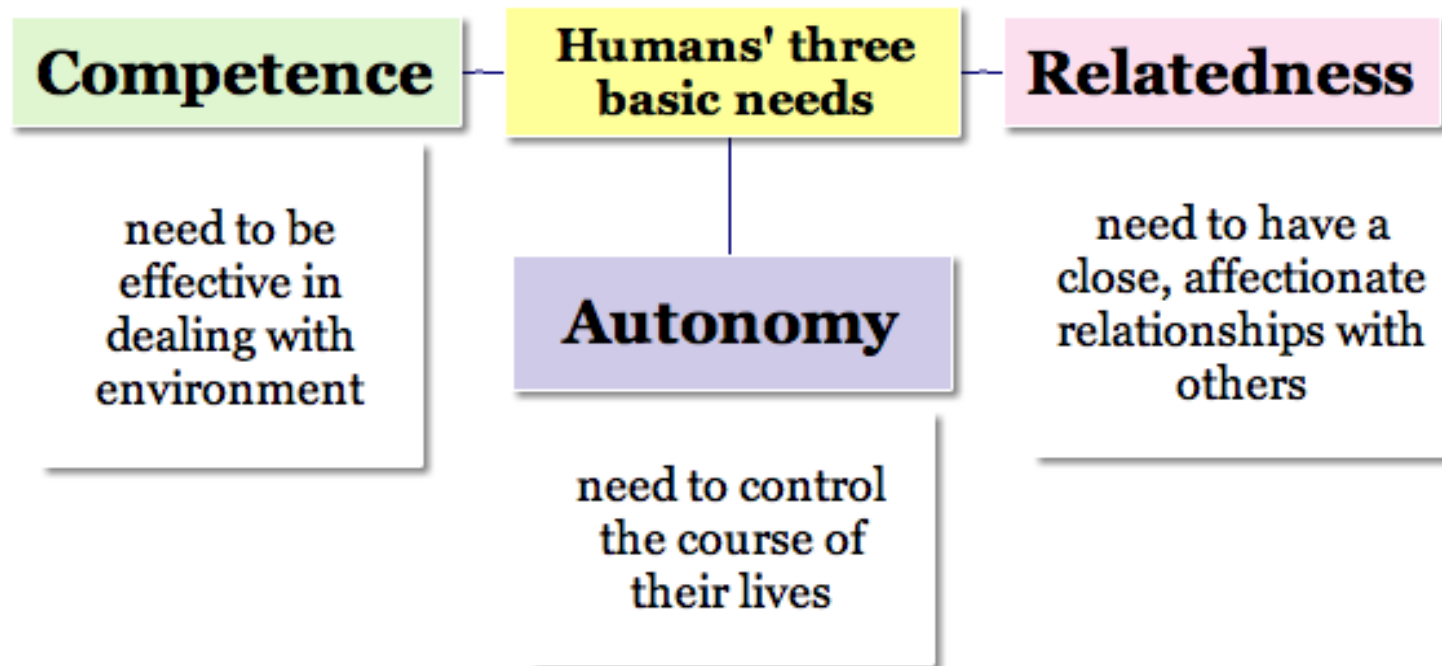


# Motivation - Updates



# Motivation – Deci & Ryan

## Self-Determination Theory



# Motivation – Deci & Ryan

- Competence: Desire to control and master the environment and outcome.
  - We want to know how things will turn out and what the results are of our actions.

# Motivation – Deci & Ryan

- Relatedness: Desire to interact with, be connected to, and experience caring for other people.
  - Our actions and daily activities involve other people and through this, we seek the feeling of belongingness.

# Motivation – Deci & Ryan

- Autonomy: To be causal agents and to act in harmony with our integrated self.
  - Autonomous does not mean to be independent. It means having a sense of free will when doing something or acting out of our own interests and values.

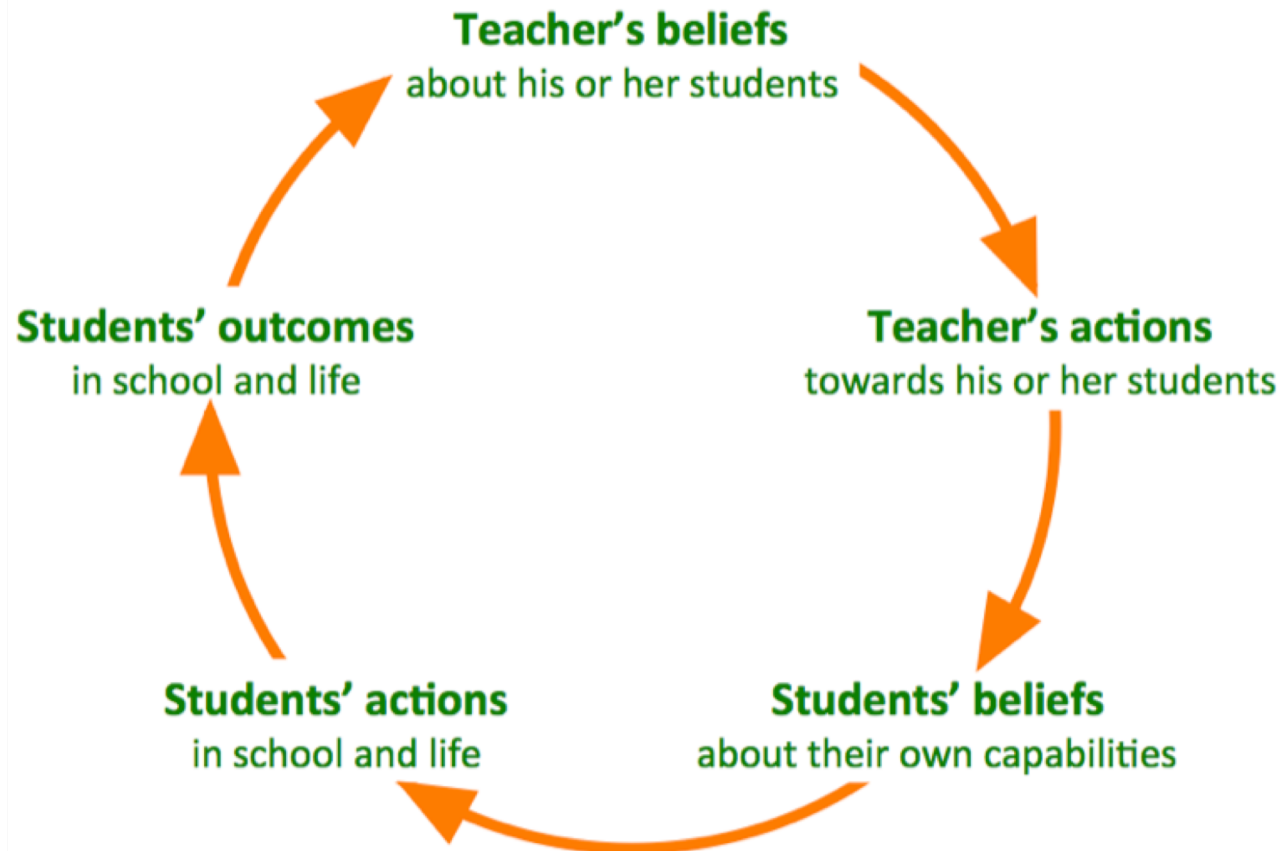


# Motivation

- What do we really know?
- No single unifying theory of motivation
- WE can't motivate anyone else

# Motivation - Pygmalion Effect

Rosenthal and Jacobsen (1968)



# Motivation - Pygmalion Effect



# Motivation - Galatea Effect



# Pygmalion vs Galatea Effect



# Motivation

- What do we really know?
- We can't motivate anyone else
- We can only influence the motivation that any individual brings to the situation

# Driving Motivation

- Connect to values



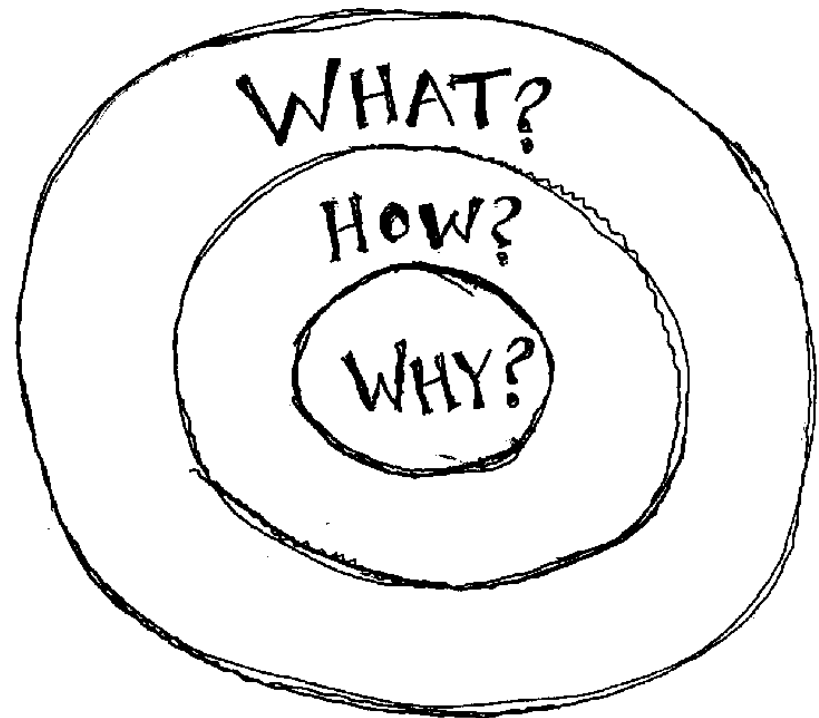
# Driving Motivation

- **Connect to values**
- If you can connect anything you want to do to your values, even in small ways, you can change your game.



# Driving Motivation

- Find the WHY



# Driving Motivation

- **Find the WHY**
- Figure out a compelling purpose.
- Turn this into a one-liner.

# Driving Motivation

- **Change the HOW**

*the*  
**HOW**

# Driving Motivation

- **Change the HOW**
- We can find tasks and commitments more enjoyable by shifting from getting them done, to doing them right.

# Driving Motivation

- Remember the feeling



# Driving Motivation

- Remember the feeling



# Driving Motivation

- **Remember the feeling**
- Using positive visualization is one of the fastest ways to change how we feel.

I GET TO  
-VS-  
I HAVE TO



# Driving Motivation

HAVE TO frames things in a way that says I am obligated or required.

It's negative in most cases.

GET TO frames it more from a sense of gratitude and appreciation.

It's positive.

# Driving Motivation

- **“CHOOSE”** to
- The power of choice and simply reframing language to “CHOOSE” to can be incredibly empowering and exactly the motivating language we need to hear.
- Choose words carefully and make them work.

# Driving Motivation

- **Pair up**



# Driving Motivation

- **Pair up**
- One person's painful task, is another's pleasure.
- Pair up with somebody who complements your skill or who can get you over the humps.

# Driving Motivation

- **Change the question**



# Driving Motivation

- **Change the question**
- Sometimes you need to change your focus. To change your focus, change the question.
- If you ask what's wrong, you'll find things to complain about.
- Ask what's right and you can quickly find the positives and get moving.

# Driving Motivation

- **Play to strength**

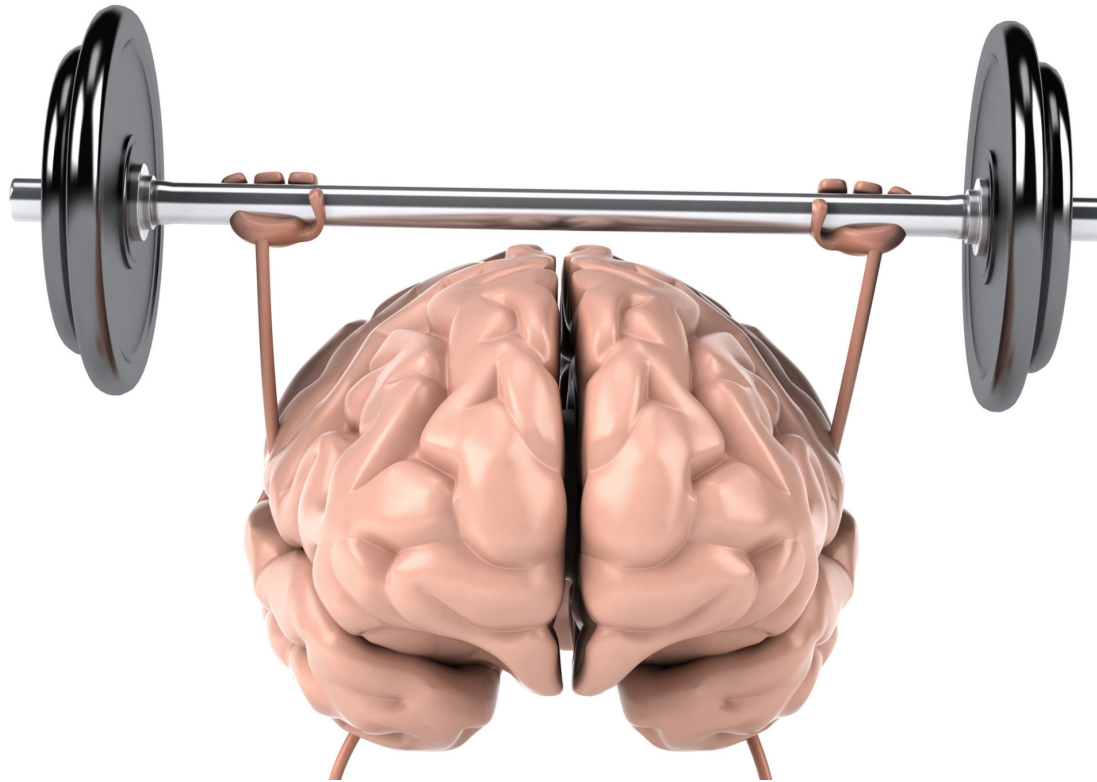


# Driving Motivation

- **Play to strength**
- Strengths are the places where you can grow your best.
- Find ways to use your strengths in the things that you do all day.



# Nine Mental Skills of High Performance



# Nine Mental Skills of High Performance

- 1. Attitude

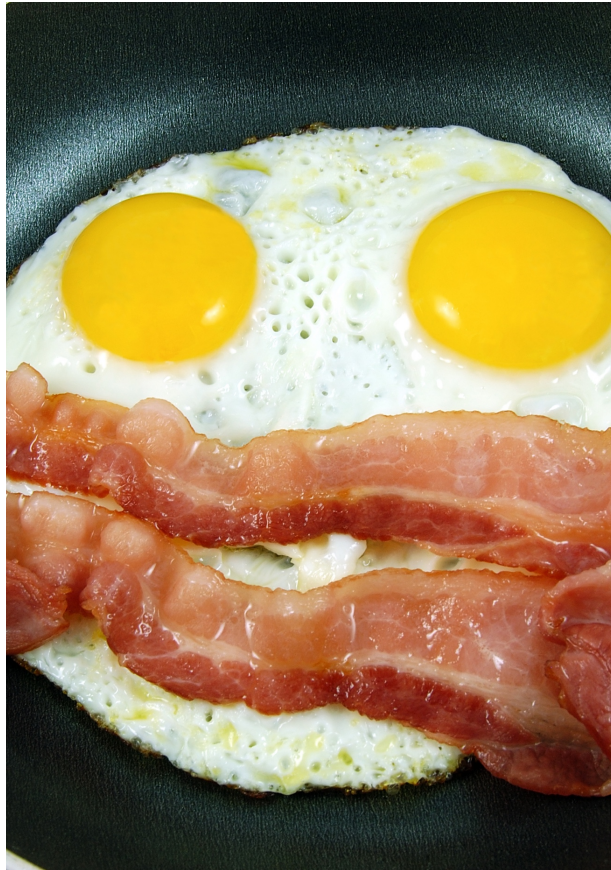


# Nine Mental Skills of High Performance

- 1. Attitude
- Realize that attitude is a choice.
- Choose an attitude that is predominately positive.
- Pursue excellence, not perfection, and realize that you, as well as other people, are not perfect.

# Nine Mental Skills of High Performance

- 2. Commitment



# Nine Mental Skills of High Performance

- 2. Commitment
- Learn to persist through difficult tasks and times, even when rewards and benefits are not immediately forthcoming.

# Nine Mental Skills of High Performance

- 3. Goals



# Nine Mental Skills of High Performance

- 3. Goals
- Set long-term and short-term goals that are realistic, measurable, and time-oriented.
- Be aware of your performance levels and develop specific, detailed plans for attaining goals.

# Nine Mental Skills of High Performance

- 4. People Skills





# Nine Mental Skills of High Performance

- 4. People Skills
- Realize that you are part of a larger system.
- When appropriate, communicate ideas, thoughts, and opinions to others and listen to others as well.
- Learn effective skills for dealing with conflict and other people when they are negative or oppositional.

# Be prepared to listen!



# Be prepared to listen!

Who learned how to Write?

Who learned how to Read?

Who learned how to Speak?

# Be prepared to listen!

Writing: 4<sup>th</sup> in the human learning process, used least (9%) – Taught Most!

Reading: 3<sup>rd</sup> in the human learning, used next least (16%) – Taught Next Most!

Speaking: 2<sup>nd</sup> in the human learning, used 2<sup>nd</sup> most (30%) – Taught Next Least!

# Be prepared to listen!

Who took a listening class?

Listening: 1<sup>st</sup> in the human learning process, used most (45%) – Taught the Least!

# Be prepared to listen!

1. Look: Non-Verbal Communication
2. Focus: No Technology
3. Verify: Summarize

# Nine Mental Skills of High Performance

- 5. Self-Talk



# Nine Mental Skills of High Performance

- 5. Self-Talk
- Maintain your self-confidence during difficult times with realistic, positive self-talk.
- Talk to yourself the way you would talk to your best friend.



# Nine Mental Skills of High Performance

- 6. Mental Imagery



# Nine Mental Skills of High Performance

- 6. Mental Imagery
- Prepare by imagining yourself performing well.
- Create and use mental images that are detailed, specific, and realistic.
- Use imagery during difficult situations to prepare for next actions and to recover from errors and poor performance.

# Nine Mental Skills of High Performance

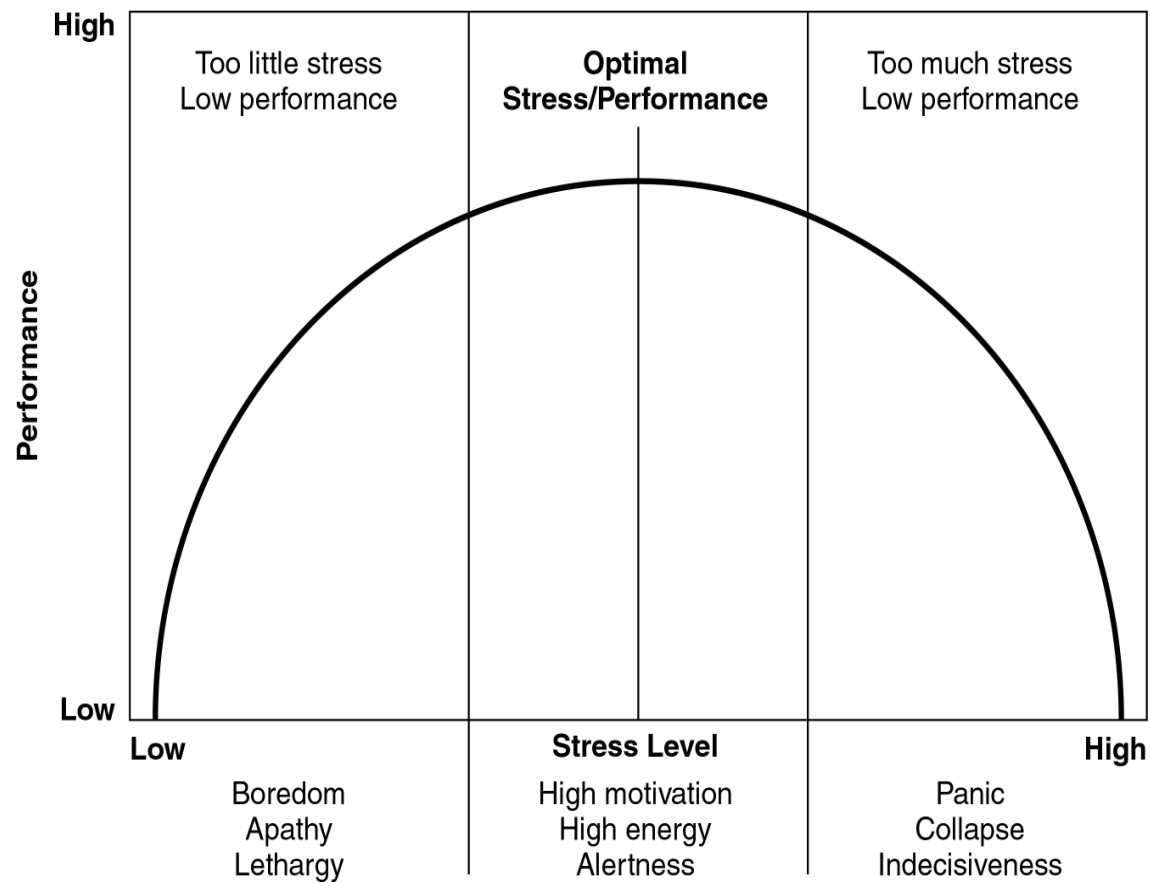
- 7. Dealing Effectively with Anxiety



# Nine Mental Skills of High Performance

- 7. Dealing Effectively with Anxiety
- Accept anxiety as part of life
- Realize that some degree of anxiety can help you perform well.
- Know how to reduce anxiety when it becomes too strong, without losing intensity.

# Nine Mental Skills of High Performance



# Nine Mental Skills of High Performance

- 8. Dealing Effectively with Emotions



# Nine Mental Skills of High Performance

- 8. Dealing Effectively with Emotions
- Accept strong emotions such as excitement, anger, and disappointment as part of high performance.
- Use emotions to improve, rather than interfere with high level performance.

# Nine Mental Skills of High Performance

- 9. Concentration





# Nine Mental Skills of High Performance

- 9. Concentration
- Learn to maintain focus and resist distractions, whether they come from the environment or from within themselves.
- Regain your focus when concentration is lost.
- Learn how to stay in the “here-and-now”, without regard to either past or anticipated future events.

One last thought...

**Things get better  
When we get better**

# Questions?

**Thank you!**

**Have a GREAT Day!**