NEEDS / VALUES + FOCUS + POSITIVE ATTITUDE = MOTIVATION

(IDENTIFY PRIMARY NEED) + (SPECIFIC GOALS) + (POSITIVE OUTLOOK ON LIFE) = (MOTIVATION)

“Nothing in the world can take place of persistence. Talent will not; nothing is more common that an unsuccessful man with talent. Genius will not; unrewarded genius is almost a proverb. Education alone will not; the world is filled with educated derelicts. Persistence and determination alone are omnipotent”

- Ray Kroc, founder of McDonald’s
Increasing Motivation Through Needs Identification

MASLOW’S HIERARCHY OF NEEDS:

5. Self-Actualization Needs
These include the need to develop and pursue:
- Potential
- Talent
- Fulfillment regarding fate or destiny.
- Unity/Peace
- Knowledge

"Musicians must make music, artists must paint, and poets must write if they are to be ultimately at peace with themselves. What human’s can be, they must be. They must be true to their own nature. This need we may call self-actualization."
- Maslow

4. Esteem Needs
The individual is driven more by internal or intrinsic needs
These include feelings of:
- Adequacy
- Competence
- Independence
- Confidence
- Appreciation
- Recognition by others.

3. Relationship and Belonging Needs
The individual at this level participates for personal/intrinsic rewards
These include the need for:
- Socialization
- Affection/Love
- Companionship
- Friendship
- Intimacy

2. Safety Needs
There is a dependence on the external environment to provide this support. Personal motivation may include peace of mind as a result of these needs being secured.
- Security
- Stability
- Structured and safe environment

1. Physiological Needs
These needs are very basic and until an individual has access to these necessities, further movement up the needs scale is difficult
- Food
- Clothing
- Water
- Sleep
- Shelter
- Money
Note: The further up one moves on the needs scale, the more internalized (intrinsic) the reward and motivation becomes. Motivation at the higher levels is strong and not easily influenced.

Self Assessment Exercise:
Using the above checklist, mark with a ✓, those needs that are being met. Mark with an X, those needs that are not being met, or are presently being threatened.

Unmet/Threatened Needs:
1. _________________________ (ie. Socializing) 3. _________________________
2. _________________________ (ie. Competence) 4. _________________________

Increasing Motivation through Goal Setting

Guidelines for Goal Setting:

<table>
<thead>
<tr>
<th>Goals should be…</th>
<th>• Meaningful, Desired &amp; Internalized</th>
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<tbody>
<tr>
<td></td>
<td>• Believable, Realistic and Achievable</td>
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<tr>
<td></td>
<td>• Concrete, Specific and Clearly Defined</td>
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<td>• Stated in the Positive</td>
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<td>• In writing &amp; Measurable</td>
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<td></td>
<td>• Prioritized</td>
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Goal Examples (from unmet needs checklist):

1. Socializing Needs – I am aware that my life has become unbalanced and that I want to experience more social interaction in my life. Over the next month I will enhance my satisfaction in this area by committing to, and arranging weekly lunches with friends. The 4 people I would like to have lunch with over the next month are: Michelle, Susan, Peter, and Matthew. I will invite each of them to an off campus lunch at one of my favourite places to eat. Though I often feel guilty when I am not studying, I know that once I make the effort and get out, I will feel happier and more balanced in my life.

2. Need for Competence – I am currently not feeling confident in my math 400 course. I would like to see my marks at 80%; however, currently they are at 72%. I am spending an adequate amount of time on my course assignments but am having difficulty understanding and applying calculus applications. For the remainder of the semester I will spend 15min/day reviewing calculus theory. Once I have done all I can to increase my grades and to learn the material, I know that I’ll feel better about myself and more competent in my abilities. Success with this goal will also help move me closer to completing the Grad school requirements for my 2005 application.
GOAL SETTING:

Self-Assessment Exercise: Add goals to your unmet or threatened needs from above.

My goals are:

1.

2.

3.

Increasing Motivation through Needs-Based Rewards

Immediate rewards that are meaningfully connected to your needs provide a “motivation boost” to help complete those tasks/goals which you find “mundane” and you easily avoid.

Reward Guidelines:

1. The reward need not be big, as long as it is positive and meaningfully connected to your needs and desires

2. The reward should be something that is an immediate result of studying

3. The amount of work needed to obtain the reward should be small in the beginning and increased with time

4. No cheating!

5. You should let your behaviour be your guide. If your system begins to break down, adjust it accordingly
My Favourite Rewards are:

**EXAMPLES:**
- Walk with a friend (socialization/exercise)
- Arcade time (pleasure)
- TV time with partner (relaxation/companionship)
- Coffee break (rest)
- Scholarship (delayed reward – recognition/money/competence)
- Good marks/Praise from parents (delayed reward – recognition)

1. __________________  
2. __________________  
3. __________________  
4. __________________  
5. __________________  
6. __________________

**Self-Assessment Exercise:** Identify mundane tasks and create goals by adding needs-based rewards.

**EXAMPLE:** I will complete the editing for my Biology research paper by Friday June 6th. I will work from 4 - 7pm on Wednesday night to finish the project. Once I am finished I will reward myself by meeting Bob at Starbucks for a latte.

1. __________________
2. __________________
3. __________________
### Increase Your Motivation through Positive Thinking

| **Challenge Yourself** | - Have a clear vision of what you want to accomplish and set a time frame  
| | - Challenge yourself to be your best by setting goals that are meaningful and purposeful  
| **Find the Love Factor** | - Surround yourself with loving supportive people  
| | - Stay away from 'dream-stealers' & people who bring you down  
| | - Cherish the special people in your life  
| **Dedicate Quality Time** | - Life is precious; make the most of each day  
| | - Spend quality time by yourself as well with those you care about  
| | - Work hard, play hard, rest well  
| **Stretch Your Comfort Zone** | - Do at least one thing a day that makes you feel uneasy  
| | - Push yourself: you will be amazed how far you can go  
| **Be Passionate** | - Show passion in all that you do  
| | - Let the world see and hear your enthusiasm and passion  
| **Serve Others** | - Be a role model and mentor for people  
| | - Volunteer in your community; help others achieve their goals  
| **Don’t Sweat the Small Stuff** | - Let go of the little things you can’t control  
| | - Recognize that perfection isn’t the only option  
| | - Lighten up and see the funny side of things when they go wrong  
| | - Be tolerant, smile and don’t waste energy on the small stuff  
| **Live With Integrity** | - Always be true to yourself; take pride in what you do  
| | - Be proud of who you are and what you represent  
| | - Live a life of purpose and be proud of your values  
| **Show Gratitude** | - Show gratitude and say thank you to the people who have helped you along the way  
| | - Show people you appreciate and care about them  
| | - Acts of kindness cost nothing and mean everything  
| **Celebrate Success** | - Be proud of your achievements; take time to recognize yourself and others for even the small successes  
| | - Be humble, dignified and sensitive to others not as fortunate  
| **Exude a Positive Attitude** | - Believe in yourself and be positive  
| | - You can be well intentioned and determined, but without a positive attitude about yourself and about life, your success will be limited  
| | - Remember people will sometimes forget what you say to or do for them, but they will not forget the power of your presence and how you made them feel  

*Taken from '11 Ways to Make this Year your Best Year Ever' – Charles M. Marcus*

**Self-Assessment Exercise:** Choose one attitude per month to apply and master. Increase your success by creating challenging application goals. In the 12th month, identify and notice where your motivation has increased and you attitude has changed.
Goals Worksheet – “The BIG Picture”

Self-Assessment Exercise:

1. What are your lifetime goals?

2. What are your goals for the next 3-5 years?

3. What are your goals for the upcoming academic year?

4. List the things you will do this week, and the things you will do today that relate to your goals for the year (ie. course assignments, speaking with professors, research at the library, etc.). Add anything else you want to accomplish during the week. This is your to do list.
5. How do your goals relate to your needs (see Maslow’s need scale). How will you feel when you accomplish them? What will be the rewards?

6. Identify those tasks you find yourself avoiding because you do not enjoy doing them. Which needs-based reward might be added to boost motivation?