



*Motivation to Inspire You
to Take Action*

Dionne Kennedy

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Introduction

Why Motivation is Important to all of Us

"Dream it. Believe it. Build it."

If you've ever achieved something in your personal life, career, school or relationships, then you know what it means to be motivated to take action.

Motivation is rooted in our desire to optimise our well-being, minimise physical pain and maximise pleasure.

This desire causes us to strive for meaning in our lives, by seeking to do something of importance, value and quality.

Motivation is what drives and encourages us to set goals, to aim for achievements, to desire intimacy and it is the reason why we experience and express emotions.

Motivation reflects something unique in us and it is intrinsic to success.

Without motivation, it will be hard for us to set goals and take action to achieve them.

The fact that you downloaded this eBook, took some motivation and without it, you would have scrolled past.

Life is full of choices and motivation is a choice that needs to be made every single day of our lives, for us to take action and make change.

Understanding motivation and how it plays an intrinsic role in our day to day lives, gives us insights into our nature as human beings.

With 16 years experience coaching people towards finding clarity and getting the motivation to take action, my passion is to help people be the best they can be.

In this book, I'll take you through the journey of identifying the sources of your motivation and discovering the things that impact your motivation.

I'll show you how to get motivation, sustain it and ultimately take action to achieve your goals.

I hope you're ready for growth because as you read this book, I guarantee that you will find the motivation you need to take action and achieve your goals.

Chapter 1

Discovering the Sources of our Motivation

"There will always be serendipity involved in discovery."

- Jeff Bezos

It's not unusual for people to struggle with finding motivation to take action. Be it the motivation to complete a project, to lose weight or learn new skills.

However, what people don't realise is that the source of our motivation plays a vital role in our ability to take action.

You may be wondering *"What does the source of my motivation have to do with why I feel unmotivated."*

To understand why people are motivated to take action, let's take a look at the energisers that drive our behaviour.

Motivation either comes from the outside **(External)** or the inside **(Internal)**.

External motivation comes from outside of u, it is presented when our behaviour is driven by either a reward for something or a reward to avoid punishment.

When our behaviour is driven by external rewards like money, fame, grades, public recognition and praise, we are drawing motivation from something outside of ourselves.

Think about why you work, are you working so you can get a wage at the end of the month? This means that you're working to gain external reinforcement (the wage) and your behaviour is externally motivated.

Usually, when external factors drive our motivation, there is a potential for this motivation to be short-term.

External motivation is only present as long as the reward keeps coming and it tends to be out of our control.

If on the other hand, you're working because you enjoy it, as it enhances your development and feeds your curiosity, then your behaviour is internally motivated.

Motivation that comes from inside of us (**Internal motivation**) is self-rewarding. This motivation is driven by our passion, curiosity, feelings, a sense of meaning and the things that align with our values and purpose.

If you hire a personal trainer because you want to become fit and not because you have any athletic competitions coming up, you're internally motivated to get in shape.

When we engage in an activity just for the pure enjoyment of it, we do so because we are internally motivated.

Internal motivators tend to be a source of long-term motivation and is directly within our control. This makes it a better source of motivation.

So should people only strive for internal motivation and is external motivation detrimental to our ability to be motivated?

The answer is, both internal and external motivations are vital for us to set goals and take action.

One has to realise their own internal and external motivators and learn to keep a balance to maximise their overall motivational force.

Takeaway: Motivation can come from the inside or outside of us. For us to find the motivation to take action, recognising the source of our motivation will help us identify our motivation triggers.

Exercise: Take a moment to think about the sources of your motivation.

What drives your behavior? Are you keeping a balance between external and internal motivators?

Write it all down. You'll need this to take action.

Chapter 2

Uncovering the Sources of our Demotivation

"There is no better high than discovery"
- E.O Wilson

We just talked about the driving force of our motivation and in the same way, there are also things that work to demotivate us.

The behaviours we engage in daily, work to either increase or decrease our motivation.

A lot of people struggle to stay motivated and they find it hard to understand why they just can't seem to get things done.

Motivation is centered around how we think and feel and in-turn influences our behaviours. If we lose motivation, our thoughts and feelings become negative. This makes it hard for us to set goals and take the necessary action to achieve these goals.

Therefore, identifying and understanding our demotivation triggers is an important step that will help us to overcome them.

Here are 7 things that can have a significant impact on our motivation:

1. Lack of Confidence

A person's lack of confidence has nothing to do with their level of education or career success.

Rather, lack of confidence stems from people allowing themselves to wallow in self-pity or self-hate. They embrace negative feedback, past failures and believe it to be true for them.

They start to tell themselves things like:

"I'm not good enough" "I am setting myself up for failure!" "I can't do it."

This lack of confidence then leads to a low self-esteem, where they see themselves as inadequate, unacceptable, unworthy, unlovable, and/or incompetent.

2. Lack of Direction

A lack of direction is usually presented in people lacking clarity and feeling lost like they have no purpose or passion.

These feelings often arise when we have an internal image that we feel needs to match our external reality but isn't.

This internal image we've created in our minds, usually comes from us comparing ourselves to others and from our interpretation of the world around us.

When we do this, we start to feel incompetent and like our lives are not moving forward, because we don't know what we are doing.

We begin to say things like: *"I don't know what steps I need to take to achieve my goals"* *"I have no clue where my life is going"*

3. Lack of Focus

When people lack focus, they tend to get distracted easily, procrastinate and engage in behaviour that leads to even more de-motivation like excessive smoking or drinking.

Sometimes our lack of focus stems from taking on too much work and getting overwhelmed.

When you constantly take on too much work, you start to feel like you can't complete them or you can't give each project the attention it needs to be of high quality.

As this happens, we naturally withdraw towards less challenging things. We lose focus on what matters and forget why we started a project in the first place.

4. Setting Unrealistic Goals

While confidence is great for motivation, over-confidence can be a major source of de-motivation.

When people feel overly confident, they misjudge their value, abilities and they set goals that are far beyond their reach.

For example, if you're starting a new business and you set a goal to get 500 paying clients in your first month, this goal might prove impossible to achieve.

But if you set a goal of creating the right infrastructure to attract your first 5 clients within a month of starting your business, and grow up to 20 clients per month, this goal seems more achievable.

Setting unrealistic goals puts unnecessary pressure on the mind. This pressure causes people to withdraw and become de-motivated.

5. Lack of Rewards or Financial Gain

We like to receive something in exchange for our work or positive actions. This varies from mental rewards like satisfaction or gratitude, to physical rewards like gifts or money.

Based on this, we build up expectations in our minds and take actions accordingly.

When we don't get the rewards we hope to get from the actions we've taken, we start to feel disappointed and say things like *"I've wasted my time; they didn't even thank me for it!"* or *"why did I even bother"*

This leads us into feeling de-motivated to take action in the future.

6. Limiting Self-Beliefs

Limiting beliefs tend to be the biggest culprits in demotivating us more than any other factor.

Limiting beliefs are things we believe to be true about ourselves due to past failures, moments of rejection, as well as our own interpretation of the world around us.

These beliefs presents themselves in many forms like self-critic, self-hating, fear of failure, which then leads to procrastination and not taking action.

People who have limiting beliefs find themselves saying things like *“Someone else can probably do this better than me”* *“I’m too old (or too young)”* *“Why would they want me!”*

This makes it easy for us to dwell on negative thoughts and we find ourselves in a vicious cycle of self-loathing and inaction.

7. Fear of failure

Fear of failure is allowing fear to stop us from doing the things that can propel us forward towards achieving our goals. When people fear failing, they think to themselves, "*what if I fail?*" Sometimes they go on to imagine themselves failing and this triggers their de-motivators, driving them into inaction.

Takeaway: De-motivators are the things that decrease our motivation, causing us to not take action. Some common de-motivators are lack of confidence, lack of direction, lack of focus, lack of rewards or financial gains, setting goals that are too big and a fear of failure.

Exercise: Grab a pen and paper, [write down any of the de-motivators you think are true for you](#). As you write these down, take note of how you feel. Now keep this paper handy because we're about to dive into how you can overcome these de-motivators and make positive change.

Chapter 3

Overcoming De-motivators

"As you think....so shall you become" - Bruce Lee

Motivation is key to taking action to achieve our goals and without motivation, we would struggle to get things done.

If you're currently struggling to find motivation, I have good news for you. It's time to overcome any de-motivators that are holding you back from reaching your full potential.

Making change is scary, but in this journey so far we've identified your sources of motivation, discovered your de-motivators and now is the time to overcome them.

Overcoming our de-motivators is an important step towards moving forward and making change. Are you ready for change?

Building Confidence

Confidence comes from within you and it is what turns your thoughts into actions.

Building confidence starts with believing in your abilities to succeed. You are capable of achieving anything you set your mind to and the great thing is you've done it before.

Yes! Think about all the goals you set in the past and how you achieved them. Confidence sits within you and all you have to do is tap into it and draw it out.

One way to build confidence is to create your personal positive mantra that you can say every day like:

"I'm good enough and I will achieve my goals"

"I'm smart and I got this" "I'm stronger than I think"

Having a daily positive mantra primes your mind into believing the words you are saying. This triggers your mind into visualising it and seeing it – is believing it.

Another way to build confidence is to be true to who you are. You are you for a reason and it's only fair to embrace the things that make you different from everyone else.

Spend sometime on self-discovery. Ask yourself, *"who am I?" and what do I want?"*

True confidence comes from knowing who you are, what you want and going after it consistently.

Do you believe you can be confident? I do.

Exercise: If you wrote lack of confidence on your list of de-motivators, write down 10 positive things that show your confidence, now say it out loud as many times as you can.

I bet you're feeling confident already. Great Job!

Pro-tip: To sustain your new found confidence, make a conscious effort to stay away from people or situations, that make you feel in-confident about your choices and ideas. If you find yourself feeling in-confident, just repeat your mantra, remember who you are and what makes you unique. You got this!

Finding Your Direction

If you're feeling lost, like you have no purpose and you don't know what to do, Guess what? Everyone feels the same way.

It doesn't matter if a person has career success or is making a lot of money, at one point or the other in our lives, we all feel lost and without a purpose.

In my many years of life coaching, I've discovered that it's okay to not have a direction or purpose as you don't need it to enjoy life.

I'm serious. Many of us feel like we need direction in our lives because we have expectations of how things need to go. When things go the way we want, we feel good and safe.

However, when things don't go the way we want, we start to feel unhappy and like we're missing something or we are lacking direction because reality doesn't meet our expectations.

I know you're wondering "*but Dionne, how can I live my life to the fullest if I don't have a direction?*"

The answer is **letting go of outcomes and moving.**

What I mean is, being fixated on the outcomes of your plans, like how your life should be 2 years from now or the things you should have accomplished by the age of 30; only leads to disappointment.

Usually, things never go as we plan and when you let go of the outcomes, you free yourself of any disappointment if things don't go the way you want. You need to focus on the journey of your life, accept that you cannot control a lot of things and just keep moving forward.

Embrace the fact that life is full of uncertainty. Pay attention to what's available right now and be excited for what the future has in store for you.

As you let go of outcomes, you'll start to feel more in tune with your journey. You'll have the right mindset to take action and move in the direction from where you are, to where you want to be.

Exercise: Think about all the goals you hoped to achieve at different stages of your life including your goals for the future. Think about the specific outcome you expect to get with this goal, now **LET IT GO!**

Allow yourself to imagine other possibilities and embrace the journey to get there.

Get Focused to Achieve

The world is full of many distractions and a lot of "noise". It's so easy to get caught up in responding to emails, social media and activities that keep us from actively working towards achieving our goals.

If your goal is to get 10 clients in 2 months, but you can't spend enough time marketing your products and services, because you're distracted by TV or your phone, you'll have a hard time achieving your goals.

But if you cut off any distractions and dedicate 4 hours daily for email marketing, creating content to generate leads and making sales calls. Taking active steps towards your goal keeps you focused and sets you on the path to achieving it.

To overcome your lack of focus, you have to set goals that are clear and written down.

The very act of setting goals puts some structure around your random thoughts and gives you something specific to focus on.

Exercise: Write down all the goals you hope to achieve every month. Now break them down into smaller weekly and daily goals.

Breaking down your goals helps you stay focused on the smaller goals that lead to the bigger goals.

Goal

To write my first eBook of 14,000 words.

Broken-down Goal

To write 1000 words per day and 7000 words a week to complete my eBook within a month.

Identifying and Overcoming your Self-Limiting Beliefs

Beliefs are like road signs that point us in the right direction. What we believe about ourselves becomes a self-fulfilling prophecy.

This is why it is important for us to believe the right things about ourselves, so we can be motivated to take action.

From my experience coaching hundreds of people towards finding clarity to motivate themselves and take action, I've discovered that one of the major things holding people back is limiting beliefs.

What limiting beliefs do is, it makes you think you can't do something, be it setting goals, completing a project or taking action to achieve them.

These limiting beliefs stem from past experiences, rejections, failures and disappointment. This goes on to lead people into lacking confidence, procrastinating, being afraid of failing and it becomes the driving force for their stagnation.

Most of the time, we are unaware of limiting beliefs. It's like driving down a road with invisible signs that we are compelled to follow.

These limiting beliefs are so pervasive and long-lasting, which is why so many people do not tackle them.

Over the years, I've developed a **Proven System of Coaching** that has helped hundreds of people overcome limiting beliefs.

Taking a page from my coaching system, I'll share with you one way to instantly overcome any beliefs that have been holding you back.

To help you overcome any limiting beliefs you have, here's an exercise that will help you get started:

Exercise:

- Go to a private, quiet place and take a moment to relax.
- Look around you and make yourself aware of the things you can see, touch and smell. (This will help you relax, settle into your environment so you can untangle your thoughts and think clearly)
- Now grab a pen and paper, think about all the things you've ever dreamed of doing or are on the path of doing. Maybe you want to be a dancer, a writer or you want a career promotion. Whatever it is, write it down.
- Take a moment to go through what you've written down and ask yourself;

“What is the reason why I haven't done this or why am I struggling to achieve this?”

- Take your time to think about why and write down the reason. This will help you uncover what is holding you back from achieving your desires.

Whatever you write down is a **limiting belief**.

- Now ask yourself, "*When was the first time I started believing this thing about myself, my career or life?*" Take a moment to think!

Was it when you failed at something in the past?
Was it when you got rejected and now you believe you can never get any positive feedback?

As you come up with answers, write them down next to the limiting belief.

- Now think of a time when this limiting belief was not true. For example, if you think you lack confidence, think about a time when you were confident and how proud of yourself you felt.

This will help you disarm the limiting belief so you see that it is unfounded.

Now flip to a new page and write down:

- Your desire or goals again
- The opposite of the reason why you can't achieve this
- The opposite of your limiting belief
- How you felt at the time when your limiting belief was not true.

[For emphasis, check out an example on the next page]

If you wrote down:

Dream

I want to be a singer

The reason why you haven't achieved this

I think I'm not a good enough singer

When you started believing this belief

A year ago when I lost at a singing competition.

Time when the limiting belief was not true

2 years ago when I sang at a wedding and I got a standing ovation.

How you felt

I felt proud of myself and motivated to keep singing.

Now re-write the opposite of the above negative statements like so

I want to be a singer, I'm good enough, I've gotten a standing ovation for my singing, I'm proud of myself and I'm motivated to keep singing.

Now read the new statement you've written, out loud and repeat it as many times as you can.

Congratulations! You've just overcome a limiting belief.

I bet you feel motivated already.

Great Job!

Overcoming the fear of failing

It's human nature to be afraid of failure. When we make change by stepping out of our comfort zone, we feel scared. Having the fear of failing is normal, but the problem begins when we let this fear prevent us from trying or taking action.

To overcome the fear of failing we must first identify the source, then accept failure as an important part of life.

Failure means different things to different people and the source of the fear of failing varies.

For some people, they learned to fear failure because as children, their parents punished them for failing an exam or a competition.

So whenever they think about trying something new, they subconsciously think of the punishments from their past, associate it with taking action and this prevents them from taking action.

Some other people may develop a fear of failing from a time in their lives, where they failed at something that embarrassed or traumatised them.

To identify the source of your fear, ask yourself this question:

When was the first time since you can remember, you developed this fear of failing?

Answering this question will help you identify the source of your fear so you can take steps to overcome it.

If you feel like you can't figure out the source of your fear, take a moment to think about the last time you failed at something and why you think it failed.

Most of the time, the things we fail at are usually out of our control. But because we have expectations of a certain outcome, we blame ourselves when things don't work out and shrink into fear.

While failure may be hard, the truth is we usually learn more from failures than from success.

Once you've identified the source of your fear. It's time to let go of outcomes.

Outcomes are the expectations we have of the goals we've set for ourselves. When these expectations are not met, we become disappointed and may decide not to take any further action.

When you let go of outcomes, you accept that regardless of what you do, some things are just out of your control and no outcome is guaranteed.

When you embrace the process of learning from failures, it's easier to overcome it.

One effective way to overcome the fear of failure that I use when coaching my clients is this; I tell them to extend their goals to include learning something new.

For example: If you set a goal to grow your business Instagram account from 10 to 5000 followers within a year, you can extend your goal to include;

“Learn something new about using hashtags to increase audience reach and gain followers.”

This way even if your expectations are not met, you didn't fail because you learned something of value.

Another effective tool we use in our coaching program is visualising the worst case scenario.

“What is the worst that could happen if you don't get the outcome you expect?”

Visualising a negative outcome makes you realise that the worst that could happen, is not as bad as we imagine it to be.

It also helps us prepare our minds mentally for both a positive and negative outcome.

Do you feel yourself overcoming your fear of failing as you read? I hope you are.

Love yourself

To love yourself is to accept yourself for who you are as a flawed human being. No one is perfect and no one has it all figured out.

When we fail at something or when we lack the motivation to achieve our goals, it's easy for us to fall into self-hating and self-critic.

But the truth is, you have a choice to make. You can either beat yourself up over past failures, or you can give yourself the permission to make mistakes and learn from them.

Mistakes are what make us who we are, lessons learnt is education. Failure is purely a step to our success and you're capable of great things.

Your journey is designed to make you stronger and you've got this!

Chapter 4

Finding Clarity to Take Action

"We see in order to move; we move in order to see"
- William Gibson

Imagine a life with less confusion, where you know your purpose and you're living a more fulfilled life. This life is possible and I can show you how.

The road to finding clarity to take action, is one that requires commitment and an openness for change.

The common things that cause our minds to become foggy are distractions and being overwhelmed.

These things make it hard for us to think clearly, to see the path that's right in front of us and take action.

To get started on finding clarity, let's dive into 6 things you can do:

1. Free up your mind space

The first step towards finding clarity to take action, is to free up space in your mind. As human beings we tend to get so busy, wrapped up with work, family, making money and problems.

These things tend to take up space in our mind and if we don't de-clutter, clarity will be far from our reach.

A simple but effective way to de-clutter the mind is to **write everything down**.

Yes, you have to write down everything that is taking up space in your mind.

Whatever it is, be it to complete your project, pay off debt, take care of your children, emails you need to send, calls you need to make. Think about everything you need to do, and write it all down.

Writing it down allows you to transfer all these things from your mind onto paper and this frees up space in your mind.

Once you've done this, you'll begin to feel lighter mentally.

2. Get rid of distractions

Now that we've freed up space in your mind, it's time to get rid of any and all distractions.

Distractions have a way of making us lose focus and once this happens, we often waste time trying to refocus.

Whatever your distraction is, it could be TV, phone, emails, social media, it either needs to be removed completely or you need to have time assigned for it.

Eliminating distractions while we work helps us focus on the task at hand.

This way, we complete tasks more efficiently and free up space in our minds so we can move on to the next thing.

3. Become self- aware

Self awareness is knowing yourself, your triggers and what moves you, so you can have more control over your behaviours.

Without self- awareness it's easy to let our emotions guide us instead of using reason.

When we're aware of our feelings and thoughts, we can choose how we act and react to situations that clog our mind.

If you're self aware that using social media makes you start comparing yourself to other mums or other successful people, which in-turn makes you feel like you're not good enough and you lose motivation.

When this happens, you know that you have to be disciplined about your social media use, in order to stay motivated to take action and achieve your goals.

With this choice of self awareness comes power, the kind of intrinsic power that no one can take away from us.

4. Self-regulate yourself

The fourth step is to regulate the feelings we've become aware of and manage them so they do more good than harm.

Self-Regulation is the ability to control emotions and impulses.

Putting our emotions in check gives our rational side time to temper our feelings when needed.

With self-regulation, we make decisions based on reason, not emotions which helps us keep our perspective.

By learning to manage our emotions, we become more adaptable and innovative in stressful situations.

Self-regulation helps us:

Act intentionally rather than reactively.

Act deliberately and not destructively.

Event + Response = Outcome.

5. Self-Motivation

The fifth step to finding clarity is to direct the power of your emotions towards a purpose that will motivate and inspire you to take action.

Self-motivation is about visualising the achievement of a goal and taking the necessary steps to get there.

Since you've discovered the source of your motivation, you have to tap into that and make a conscious effort daily to motivate yourself.

Self-motivated people can envision reaching the goal which gives meaning to the mundane.

This helps them stand firm even when they are tested by events and emotions.

Be a self-motivator because no one else is going to push you.

6. Build Resilience

Resilience is your ability to cope with stress and adversity. We build resilience by learning to adapt to situations and developing the confidence to go through it and come out stronger.

Building resilience allows you to recover from challenging situations or stressful times.

When we are more accepting of our mistakes, this helps us to build resilience for when we fear failure.

Working with others to help you through challenges is not a weakness, it is learning how they have overcome them, to allow you to foster this behaviour.

Chapter 5

It's Time to Take Action

"There is only one proof of ability - action"
- Marie Ebner

Since we started this book, I've taken you through the journey of;

- Understanding why motivation is important for you to achieve your goals.
- Realising the sources of your motivation and how to keep a balance.
- Uncovering your de-motivators and taking steps to overcome them.

Now that you have a clear insight on what is required to get you back into your motivational stride, it's time to take action.

There's a difference between deciding to take action and actually taking action.

You may have read this book up to this point and gained a lot of knowledge, but knowledge without action means nothing.

I want genuine progress for you and now is the time to stop deciding and start doing.

If you're waiting for the perfect time to take action, that time is NOW! Get started towards achieving your goals and adjust as you go along.

Become a doer not just a talker. Doers get results, talkers keep talking. Use the sources of your motivation to maximise your efforts.

If you find yourself overthinking things, realise that you're setting yourself up for paralysis by analysis. Stop overthinking in it's tracks by starting to do something.

If you want to start a business and you start overthinking, saying to yourself "*what if people don't like my products*" or "*what if I never make any sales.*"

Before you know it, you become too scared to take action.

Enough of overthinking!

As you choose to take action towards your goals, keep up the momentum by being consistent. One action today and no action for weeks will only lead you backwards.

Keep taking little actions towards your goals, one day at a time, everyday until you get your desired results.

As you take action, you'll begin to realise that your fears will disappear and you'll have the courage and motivation to keep going against all odds.



Hi, I'm Dionne

A life coach and business consultant.



In my 16 years of coaching 100+ people towards finding clarity to achieve their goals, I've developed a 4 step system of coaching that has helped clients turn goals into results. My proven system is simple;

We **untangle your thoughts** by addressing your fears and anxiety

We use a step by step process to **redicover your passion and TEST it.**

We **build your network** to propel you forward

Develop strategies to guide you towards **taking action.**

Whatever it is you're struggling with, I can help you get to the next level towards achieving your goals.

[**Explore my Services**](#)