

# GET MOTIVATED

## Overcome Any Obstacle, Achieve Any Goal, and Accelerate Your Success With Motivational DNA

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The Web site for this book is at [www.GetMotivatedBook.com](http://www.GetMotivatedBook.com).

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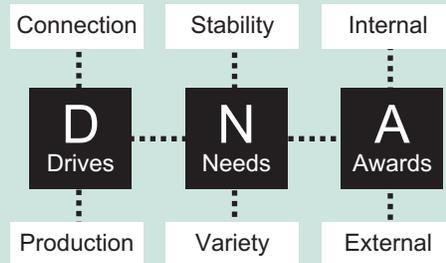
**MAIN IDEA**

What motivates high achievers? Why do successful people succeed? What motivates you personally to excel?

To answer these questions, an eight year study looked at the success patterns of more than 10,000 high achievers and found motivation is not “one-size-fits-all”. Rather, motivation is more like DNA – it is unique to each individual and needs to be tailored to the needs and preferences of each individual in order to be effective.

Motivational DNA consists of three factors and six elements which combine in predictable ways:

- *Drives* – for connection or production. Drives are the internal forces which mobilize a person to act on something.
- *Needs* – for stability or variety. Needs are the core requirements a person must have in order to feel fulfilled.
- *Awards* – either internal or external. Awards are the type of compensation a person must receive in order to become highly motivated.



To motivate others or become more self motivated, figure out the DNA of the person you want to motivate and provide them with exactly what they need. Tailor your motivation to their individual motivational DNA to enhance your effectiveness.

*“Motivation is one of the greatest keys to success in every area of our lives. Education is important, but motivation is more important. Talent counts, but motivation counts more. Your network of contacts is valuable, but your personal motivation trumps all these things. Motivation is the power that creates action. It is the fuel of success.”*

– Tamara Lowe

**1. The new science of success . . . . . Pages 2 - 3**

Human motivation is a complex subject which has been the focus of many different theories over the years. The reason for this interest is obvious – motivation is one of the greatest keys to success and has a tangible dollar-and-cent value to business organizations the world over. Motivation is the fuel of success, and in just the same way as everyone has their own unique fingerprint and DNA, every individual on the planet is hardwired with specific motivational preferences. Understand this and you have the key to motivate yourself and others.

**2. Unlocking the DNA of champions . . . . . Pages 4 - 6**

Once you know what your own motivational DNA is, you can then get to work doing those things which will bring out the best in yourself. In a similar vein, if you know the motivational DNA of others on your team, you can inspire and lead more effectively. There are in practical terms only six things which motivate everyone so use this knowledge to good effect.

**3. How to motivate your children . . . . . Page 7**

Outside of work, raising your children is probably the other endeavor which absorbs the majority of your time and attention. The same motivational strategies which are used at work can also be applied in your home. The key is to adequately and successfully motivate your children as they pass through each of the five phases of childhood:



**4. Strategic goal achievement . . . . . Page 8**

Once you understand how to keep yourself motivated, you have everything you need to achieve your goals. The three essential components in achieving your goals are:



## 1. The new science of success

Human motivation is a complex subject which has been the focus of many different theories over the years. The reason for this interest is obvious – motivation is one of the greatest keys to success and has a tangible dollar-and-cent value to business organizations the world over. Motivation is the fuel of success, and in just the same way as everyone has their own unique fingerprint and DNA, every individual on the planet is hardwired with specific motivational preferences. Understand this and you have the key to motivate yourself and others.

There are four laws of motivation:

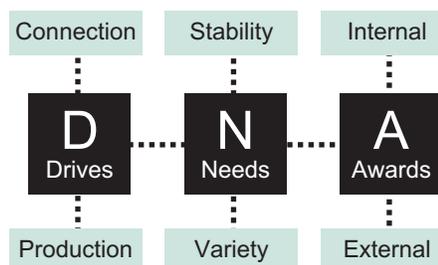
### 4 Laws of Motivation

- 1 Everyone is motivated in different ways
- 2 Individuals have a distinct, unique motivational type
- 3 What motivates one person can de-motivate another
- 4 No one motivational type is “better” than any other

- **Law 1 – Everyone is motivated in different ways**  
There is no single thing which everyone finds motivational. Rather, when you have a team of people, every single team member will respond to forms of motivation differently and uniquely.
- **Law 2 – Individuals have a distinct, unique motivational type**  
When it comes to motivation, everyone is hardwired differently. Our inherent motivational DNA determines what we find motivational and what won't work. The quality of our life and accomplishments requires that we each figure out how to energize ourselves and then those we are responsible for.
- **Law 3 – What motivates one person can de-motivate another**  
As a result of the fact we all have unique motivational DNA, it stands to reason we all respond differently to various ways and means of motivation. What some can find highly energizing others treat with a yawn. Therefore, the way we approach motivating others needs to be personalized rather than generic.
- **Law 4 – No one motivational type is “better” than any other**  
In just the same way as there is no real “best” blood type, no motivational type is inherently better than any other. There is no “best” motivational DNA to have. High achievers can have any type of motivational DNA. What's important is receiving the right kind of motivational inputs for your type-specific motivational DNA.

These four laws help explain why motivation is so difficult to pin down. There are no simple “ten steps” which apply universally. Instead, everyone has a unique achievement pattern which can be termed their “Motivational DNA”. In just the same way as physical DNA determines your physical attributes, your motivational DNA will dictate how you are best motivated. What motivates you will not necessarily work for someone else. And since the quality of your life will be largely determined by your level of motivation, this is well worth understanding and using to best effect.

Motivational DNA is made up of a combination of drives, needs and awards in this way:



To break this down further:

### D Drives

Drives are the internal forces that mobilize a person to act. Competitive people have what is termed a “production” drive. People who tend to be more cooperative have what is termed a “connection” drive.

- Individuals with a production drive focus on tasks, achievements and bottom-line results. They are usually problem solvers and strategic thinkers. These are the people who exhibit strong leadership skills, who thrive under pressure and excel at organizing people and projects.
- Those who have a connection drive value their relationships highly. They want to be liked first and foremost, and love nothing more than celebrating the success of others. These people are highly inclusive and value teamwork and harmony.

### N Needs

Needs are the core requirements a person must have in order to feel fulfilled in his or her life or career.

- Individuals who need stability value routines. They love being organized, having systems in place with established rules and order. These people refine and improve processes.
- Those who enjoy change have a strong need for variety. They can go with the flow when things are changing constantly and are often perceived as fun-loving and enthusiastic.

### A Awards

Awards reflect how an individual likes to be compensated for their achievements.

- Some people are highly motivated when others express their appreciation. They feel validated when their team members acknowledge their contribution. For these people, satisfaction comes from doing meaningful work alongside people they like.
- Other individuals crave public recognition, financial compensation and opportunities to advance. They prefer the fruits of their labors to be obvious to all. In addition to public praise from their superiors, these externally motivated individuals love the perks that come with success.

To determine your motivational DNA, objectively and honestly answer three questions:

1. Do you tend to be cooperative most of the time, or are you predominantly competitive?  
P Competitive (production)    C Cooperative (connection)
2. Do you prefer constancy or change?  
S Stability (order)    V Variety (change)
3. Which makes you feel most valued: sincere appreciation without a financial bonus, or a financial bonus without any expression of appreciation?  
I Internal (recognition)    E External (money)

Your motivational DNA =



Once you know what your own motivational DNA combination is, you can do things which will maximize the time you spend in the achievement zone. And similarly, if you know the motivational DNA of those who report to you or work on the same team as you, then you can do things which will keep them motivated as well.

The eight different motivational DNA combinations are:

P S I ..... The Director

Directors (production-stability-external) are strategic thinkers who move projects forward. Directors live or die by their bottom-line results. They contribute. To motivate directors:

- Set challenging goals.
- Let them compete for important things.
- Establish consistent accountability and track progress.

P V E ..... The Champion

Those with the production-variety-external motivational DNA mix are champions. They tend to be engaging and highly charismatic. People love to follow their lead because champions are skilled in getting the right things done despite seemingly insurmountable obstacles. To motivate champions:

- Keep them busy doing stuff that achieves your goals.
- Design winner-takes-all competitions.
- Make achieving goals fun and enjoyable.

C V I ..... The Relater

Relaters have the motivational DNA mix of connection-variety-internal. These people are friendly, outgoing and easy to like. They're also highly resourceful. They compromise in order to create win-win situations. Relaters live to make a meaningful contribution. To motivate them:

- Let them collaborate with other relaters whenever possible.
- Help them follow through and progress things regularly.
- Discuss why achieving your goals is important.

C V E ..... The Refiner

These people are refiners – they see the big picture but love working out all the details. Refiners are loyal and deliberate in their decision making. They value fair pay and sincere expressions of appreciation most of all.

P V I ..... The Visionary

Visionaries have the production-variety-internal DNA combination. Visionaries love to organize people and carry out projects. They can think creatively and get others to buy in as well. To motivate visionaries:

- Give visionaries loads of options and let them choose.
- Create plans and let visionaries find better ways to do things
- Have detailed reasons why goals are important to achieve.

P S E ..... The Chief

Chiefs (production-stability-external) crave tangible results above all else. These must be achieved with precision. Chiefs are strong minded and like to make quick decisions. They feel validated when plans come together. To motivate a chief:

- Be very consistent about targets.
- Break large goals into manageable pieces with deadlines.
- Plan to achieve ongoing incremental improvements.

C S I ..... The Supporter

Supporters (connection-stability-internal) are practical, loyal and dependable. They are natural supervisors who will help others and stand up for the underdog. Supporters have a strong work ethic and make a positive contribution. To motivate supporters:

- Set realistic goals with manageable timetables.
- Complimenting them on their steady progress.
- Involving them with others who can assist them to do things.

C V E ..... The Explorer

Explorers are animated and spontaneous. They relate to others very well and love adventure. They value hard work which is both fun and rewarding. To motivate explorers:

- Involve others and generate a sense of camaraderie.
- Give explorers loads of choices and options.
- Celebrate your successes as they happen.

Keep in mind a few points about motivational DNA:

- Once you know what your dominant motivational type is, you can make a conscious effort to adopt some traits from other motivational types. This will expand your own repertoire of behaviors and enable you to connect better with others. You can borrow traits that don't come naturally to you.
- Taking your motivational type into account, you then have a roadmap for solving problems. Do the things which appeal to your strengths. In this way, you can create tailored incentives which will be perfect for your motivational type.
- Armed with motivational DNA, you now have the ability to generate motivation on demand. Focus on your preferred primary motivational factors and do things which are aligned with those factors. Select a challenging short-term goal (which you can accomplish in the next ninety days) and create a personal plan of attack which uses your motivational DNA strengths. Address the obstacles you anticipate and detail who can help you. Organize your plan so it is fun and enjoyable. Set out what you'll do periodically to retain your inspiration. Chart your course forward on the basis of building on your strengths and then get to work doing precisely that. Put what you now know about motivational DNA to work in achieving what you need to have happen.

## 2. Unlocking the DNA of champions

Once you know what your own motivational DNA is, you can then get to work doing those things which will bring out the best in yourself. In a similar vein, if you know the motivational DNA of others on your team, you can inspire and lead more effectively. There are in practical terms only six things which motivate everyone so use this knowledge to good effect.

### P Producers

Producers are what can be described as classic “Type A” personalities. Producers are fast, efficient and highly competent in what they do. These are the type of people who tackle challenges head on and have confidence they will prevail under any conditions and circumstances.

Since producers are highly autonomous, your basic approach to motivating them should be to give them the freedom they crave to do what they want when they want to do it. You always have to be concise when speaking with producers because they find small talk tedious.

Producers are often impatient, demanding, headstrong, outspoken and highly opinionated. They can certainly come across as downright rude but the simple fact is if you want to get something done, you should assign it to a producer. Producers enjoy juggling projects and conquering challenges others see as too hard. When working with producers:

- Allow them to choose their own projects and teams. You'll find they are attracted to the hardest challenges anyway.
- Keep progressively raising the bar and challenging them to do better. Producers love that kind of environment.
- Forget about micromanaging them. Specify the target and then get out of their way. Producers love being given space to innovate and do things their way.
- Drop any unnecessary bureaucratic procedures. Producers find these frustrating and irritating.
- Acknowledge their talents periodically. Producers work best when they feel appreciated.

Temperament	Producers are natural leaders because they have a can-do attitude.
Communication Style	Producers are straightforward and direct. They get to the point quickly.
Cognitive Process	Producers are big picture thinkers. They see future possibilities and options.
Value to Organization	Producers require minimal supervision and are often highly self-motivated.
Motivators	<ul style="list-style-type: none"> <li>• Autonomy and the freedom to innovate</li> <li>• Impossible deadlines to meet</li> <li>• Challenges and breaking records</li> <li>• Peer respect and recognition</li> <li>• Self belief no one can do better</li> </ul>
De-motivators	<ul style="list-style-type: none"> <li>• Restrictive settings or monotonous jobs</li> <li>• Incompetent supervisors</li> <li>• Too much red tape and bureaucracy</li> </ul>

### C Connectors

Connectors love having other people around and involved in their projects. These are the type of people who enjoy collaborating and who prefer to work in groups rather than alone. Ideally, they prefer if their workplace is set up like a family environment. They epitomize the mind-set of “we’re all in this together”.

Connectors are highly inclusive and collaborative. They make a genuine effort to solicit and then allow for everyone’s ideas. They are completely open with their time and talents. Connectors have no problems whatsoever sharing their know-how with everyone they interact with.

Connectors generally prefer if someone else takes the lead and they work behind the scenes. To motivate connectors:

- Provide them with a clear vision of where you need to be heading as an organization along with clear metrics by which progress can be evaluated. Connectors like to feel good about where they are heading as a group at all times.
- When you’re getting a connector to do new work projects, give them clear directions. If at all feasible, demonstrate what needs to happen. Connectors aim to keep you happy.
- Make sure your connectors know who they go to for help if there is a problem.
- Put your connectors into teams where they can collaborate with others. They hate being isolated. Connectors are great team players.
- Connectors are superb at providing customer service. They will be good listeners and have high levels of empathy. Use connectors to bridge gaps with customers.
- Connectors love to network. They enjoy shoring up their coworkers and acting as a sounding board. Connectors constantly try to seek out and then understand their coworkers expectations. Make sure all of your teams have at least one connector in them.
- Keep your connectors isolated from any internal conflict. This will be highly demotivational for them. Keep them away from these situations if at all possible.

Temperament	Connectors are relationship builders who seek to develop lasting relationships.
Communication Style	Connectors communicate face-to-face with warmth, empathy and agreement.
Cognitive Process	Connectors are intensely inclusive in the way they think about issues.
Value to Organization	Connectors are great at building harmonious and productive teams.
Motivators	<ul style="list-style-type: none"> <li>• Quality time with family and friends</li> <li>• Sincere compliments and warmth</li> <li>• Socializing in the work environment</li> <li>• Meeting the needs of others</li> <li>• Group activities and decision making</li> </ul>
De-motivators	<ul style="list-style-type: none"> <li>• Conflict at work</li> <li>• Isolation</li> <li>• Aggression or stress</li> </ul>

**S**

**Stabilizers**

In many ways, stabilizers are the glue that hold organizations together. These are the people who refuse to get flustered by things that crop up. Instead they analyze situations and figure out how best to get things back on track. Stabilizers are always working in the background to get the right things happening.

The fact stabilizers don't buy into new ideas quickly is a virtue. Rather than exhibit knee-jerk reactions, stabilizers analyze things in detail. Before they act, a stabilizer will calculate the probable costs and consequences in fine detail. Logic reigns supreme with stabilizers.

Stabilizers can achieve some very impressive results for organizations. They are very good at picking up flaws in thinking before more emotional team members rush in to unwise situations. Stabilizers are highly responsible and diligent.

To motivate a stabilizer, you might try these ideas:

- When you talk with them, use lots of facts. Enthusiasm alone won't go far with a stabilizer.
- Convince a stabilizer something is practical and doable. Give them the logic behind what you ask and explain everything using facts and figures. Always give detailed instructions and set clear objectives with stabilizers.
- Nothing frustrates a stabilizer more than a lack of resources to get things done. Make certain they have access to everything they need. However, don't micromanage them.
- Allow stabilizers to work at their own pace, without unreasonable deadlines.
- Don't keep changing projects as you go along. Stabilizers always need time to make needed mental adjustments. Submit new ideas to them cautiously and judiciously.
- Stabilizers are always thorough and pay attention to the details involved. Put them onto projects where those traits will be highly valued and appreciated.
- Be comfortable with the notion stabilizers will be perfectionists. That's the way they are wired. Try and team them with other stabilizers where possible.

Temperament	Stabilizers like routines, organization, systems and structure.
Communication Style	Stabilizers communicate in measured, even tones.
Cognitive Process	Stabilizers are analytical and methodical – they believe only what they can prove.
Value to Organization	Stabilizers are great because they insist everything gets thought through properly.
Motivators	<ul style="list-style-type: none"> <li>• Consistency, predictability and routine</li> <li>• Time to think things through and analyze</li> <li>• Verbal comments of appreciation</li> <li>• Being given the big picture perspective</li> <li>• Clearly defined goals and targets</li> </ul>
De-motivators	<ul style="list-style-type: none"> <li>• Being forced to work with incompetents</li> <li>• Inefficient systems which make no sense</li> <li>• People who take shortcuts</li> </ul>

**V**

**Variables**

Variables are fun to have around because they love being the center of attention. They can act as great company spokespersons because they convey the feeling they can conquer the world. Often, this kind of delivery flair is highly persuasive and convincing.

In a word, variables live for adventure. They are free spirits who find change and challenges stimulating. Variables tend to be passionate lifetime learners. Most of the time this is a virtue but it does sometimes mean variables have a hard time committing to one road or another because they are intrigued by all the exciting and interesting possibilities which are available to them.

Variables love to have a number of projects on the boil simultaneously. They excel at projects that require innovation. They often need help managing priorities and they have to be teamed up with someone who will follow through and take care of the details later on.

To motivate a variable:

- Always give them freedom to find creative solutions on whatever projects they are working on.
- Give them a goal – and then leave it to them to figure out exactly how you can accomplish that.
- Assign them to stretch projects which have inbuilt opportunities for personal and professional growth.
- Recognize them publicly for everything they achieve.
- Invite them to talk about their ideas.
- Inject them into negotiations so their natural enthusiasm can provide a lift for both sides.
- Free them from tradition and encourage them to come up with innovative ideas which may have the effect of shaking up the status quo.
- Feed their need for fun.
- Don't get upset when they flaunt standard operating procedures and look for ways to do things differently.
- Charge them with responsibility to motivate others.

Temperament	Variables are passionate, adventurous, persuasive and highly influential.
Communication Style	Variables have a flair for communication – they love to ham it up.
Cognitive Process	Variables are great at finding creative solutions because they are imaginative.
Value to Organization	Variables have an infectious zeal for fresh and innovative concepts.
Motivators	<ul style="list-style-type: none"> <li>• Adventure and a change of pace</li> <li>• A flexible schedule and time to explore</li> <li>• Being the center of attention</li> <li>• Learning something new every day</li> <li>• Opportunities for personal growth</li> </ul>
De-motivators	<ul style="list-style-type: none"> <li>• Projects that cease to be fun</li> <li>• Repetitive, routine tasks</li> <li>• Too much structure, minutiae and detail</li> </ul>

**I Internals**

People with an internal award system can be termed “mission minded” – that is, they are idealists who are attempting to make the world a better place. Internals are motivated primarily by their values. Money comes into the equation only as a resource to get good things done. Internals are far more interested in making a difference than they are in making a buck.

In a nutshell, internals are out to leave their mark on the world by helping the downtrodden, the under privileged and the disenfranchised. They will stand up and fight for what they believe in come what may. Internals come to work every day with the goal of doing something to help the underdog.

Internals are usually both pragmatists and optimists. They see every problem as being solvable and have a strong sense of fair play. They can act as the conscience of your organization because they believe honesty and full disclosure of the facts is always the best course of action.

To motivate internals:

- Respect their beliefs and express genuine appreciation for all their efforts to get things done.
- Take the time to explain your organization’s values and show how what they are doing makes an important contribution.
- Be interested enough to learn about their family, their concerns and their personal passions.
- Put aside monetary incentives and instead allow internals to earn the right to flexible working hours or the freedom to implement their ideas.
- Do little things like arranging for a handwritten note of appreciation from your CEO.
- Allow internals enough flexibility so they can get involved with projects which combine both their passions and work goals.
- Let internals champion the causes they are passionate about and give them an opportunity to contribute their time, knowledge and talents.
- Always keep your word to internals and make certain your company does the same.

Temperament	Internals are totally defined by the strong values which guide their lives.
Communication Style	Internals tend to become highly animated when talking about their passions.
Cognitive Process	Internals always have to understand the “why” of any situation before the “how”.
Value to Organization	Internals are incredibly loyal and principled which often inspires others.
Motivators	<ul style="list-style-type: none"> <li>• An all inclusive vision of the future</li> <li>• Goals which are laudable and big</li> <li>• A sense of personal contribution</li> <li>• Working together to craft solutions</li> <li>• Being able to help the helpless</li> </ul>
De-motivators	<ul style="list-style-type: none"> <li>• Feeling powerless to change things</li> <li>• Excessive focus on bottom line</li> <li>• Prejudiced self-centered people</li> </ul>

**E Externals**

Externals want to leave a legacy of achievement which others will admire. They love to win trophies, achieve promotions and get higher salaries. At the same time, they also want to make a contribution – ideally they want to create win-win situations where they make money doing worthwhile things.

Externals are always motivated by the opportunity to excel. They tend to see money as a scorecard. They want to win, whatever the game. They’re prepared to do whatever it takes and they like to put together teams of like-minded individuals. Externals then expect their high-level performances to be rewarded commensurately.

Being in a position to call the shots is exhilarating for externals. They crave the attention that comes with success and see being promoted to a position where they can influence decision making as vital. Admittedly, other people will consider externals to be high maintenance because their drive to excel is so strong and constant but that is not necessarily a bad thing.

To motivate someone who is an external:

- Praise them publicly for their achievements.
- Give them challenging goals and impressive performance-based incentives.
- Explain compensation programs to them in detail and point out what they need to do to get ahead.
- Ask for their input on decisions and other supervisory matters.
- Give them regular updates on how their performance compares to their peers.
- Make them feel like winners.
- Remove any ceilings and allow them to generate the results they are capable of producing.
- Give them opportunities to take the lead on important projects.
- Offer them big prizes if they can overcome some genuine challenges facing your organization.
- Build them a world-class support team.

Temperament	Externals love to be on the winning team – they are goal oriented and enthusiastic.
Communication Style	Externals tend to be forthcoming and candid about giving credit where due.
Cognitive Process	Externals focus intensively on the bottom line results and perks.
Value to Organization	Externals often raise the bar by motivating and inspiring others to do better.
Motivators	<ul style="list-style-type: none"> <li>• Monetary compensation and privileges</li> <li>• Winning awards and competitions</li> <li>• Freedom from constraints</li> <li>• Opportunities to move to bigger projects</li> <li>• Public acknowledgment</li> </ul>
De-motivators	<ul style="list-style-type: none"> <li>• Doing work just to look busy</li> <li>• Doing tasks without obvious reward</li> <li>• Working with uncommitted people</li> </ul>

### 3. How to motivate your children

Outside of work, raising your children is probably the other endeavor which absorbs the majority of your time and attention. The same motivational strategies which are used at work can also be applied in your home. The key is to adequately and successfully motivate your children as they pass through each of the five phases of childhood.

#### 1 Infant/toddler Birth to age 3

During this phase, your priority is to protect and correct your child. You have to teach them their actions have consequences that must be accounted for. The key rule to remember here is: "Whatever you tolerate you will get more of." Refuse to tolerate bad behavior on the child's part in this phase and you'll be doing well.

#### 2 Early childhood Ages 4 - 11

Your priorities here are to enjoy your children, affirm they have value and build friendship reserves for the turbulent teen years that lie ahead. In this phase you should:

- Play with your kids as often and as long as you can.
- Help your children discover their own talents.
- Celebrate their uniqueness and strengths.
- Provide a stable and harmonious home setting.
- Make good memories together.

#### 3 Students Ages 4 - 20+

Your priority in this phase is to help your children develop an enthusiasm for education. You also need to help your children develop the skills and habits they will require for academic achievement. To make this happen:

- Try and understand each child's own motivational DNA. Figure out what motivates each child and do things which are aligned with their motivational DNA.
- Applaud effort on the student's part rather than raw intelligence. This will make them eager to learn more in the future.
- Get personally involved. Supervise homework, meet with their teachers regularly and help your child prepare for exams.
- Link their privileges to their grades. If a child has to get good grades in order to have some privilege they enjoy, their motivation level will shoot up.
- Teach your children how to study, how to use memory aids and help them get competent at taking tests. This will be helpful know-how to have right throughout their entire educational experience.

#### 4 Teens Ages 12 - 19

No question this is the hardest and most turbulent phase of all. Your obvious and pressing priority here is to equip your children with what they need to succeed in life.

It's vital during the teenage phase that you understand your child's motivational DNA. The key challenge during the teenage years is to keep communicating with your children – which is easier said than done. Just remember that working with teenagers is not one-size-fits-all. Some suggestions:

- Communicating with a teenager is an art, not a science. Learn how to listen to them and engage them in conversation. To do this, try and avoid making negative comments. Work on the basis your teenager doesn't want you to solve all their problems but they do enjoy discussing options (both realistic and completely unrealistic) with someone like yourself with more experience.
- Take the time and effort to figure out what motivates each of your children. Even children who have been raised by the same parents in the same home environment will have completely different motivational factors. Profile and get to understand each child's motivational type and then match your parenting style to that specific type. Even though you love all your children equally, you will have to treat them differently in order to stay connected.
- Work overtime during the teenage years to stay involved in your children's lives. Try to attend all their sports games and performances. They might act like they are embarrassed, but in reality they will love the effort you've made. It also shows you're proud of what they are achieving or doing which is always a good signal to send.
- The teenage years are also a great time to use pen and paper to stay connected with your children. Give them cards, notes and letters to mark key events in their lives. Letters can also be used to instill a sense of self worth into each individual child and to prepare for the challenges that lie ahead. The impact of these simple actions can be quite profound so use them and benefit.

#### 5 Young adults Ages 20 -25

By the time your children get to this age, you might be tempted to assume your work as a parent is over. That's not true at all. Young adults still need lots of different things from you:

- They want your friendship and respect.
- They want to tap into your wisdom.
- They will need at least an occasional hand to do things.
- They will want to feel accountable for what they do.

The central priority in this phase for you as a parent is to stand back and let your kids make their own decisions. As hard as it may be, try to only offer advice when asked. You'll probably be astonished to realize one day your children don't have the same tastes or values you have. It's best if you try not to criticize their choices too openly.

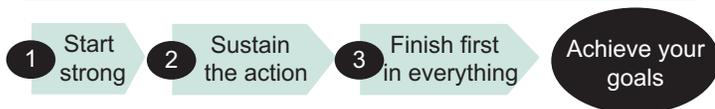
Respect your children's privacy. Understand they have independent lives and will now be responsible for the results they are trying to achieve. Let them stand on their own two feet and learn how to walk at first and eventually run.

*"Each child presents unique challenges, and so does each stage of their development. I wish I could tell you that there is a quick fix: 'Just do this one thing and your kids will be motivated for life.' Sorry, it doesn't work that way. Raising motivated children requires heavy lifting. If we want better children, we have to step up and be better parents."*

– Tamara Lowe

#### 4. Strategic goal achievement

Once you understand how to keep yourself motivated, you have everything you need to achieve your goals. The three essential components in achieving your goals are:



##### 1 Start strong

To make a strong start on achieving your goals:

- *Be 100% clear and concise* – about exactly what you’re trying to achieve. Create a vivid and engaging picture which is so compelling thinking about it energizes you.
- *Take inventory* – list all your natural talents, developed skills, financial resources and organizational tools you have.
- *Don’t invent what you can reinvent* – meaning identify someone who has done what you aspire to do and follow the same path they went down. Find ways you can do the same things better, faster and smarter by using new technology they didn’t have available to them.
- *Identify all your constraints* – the challenges you will need to overcome to reach your goal. Try and develop at least three ways to overcome each obstacle in advance.
- *Create alliances* – find people to work with who can assist you to get done what’s needed.
- *Be successful incrementally* – or put another way don’t test the depth of a river with both feet. By all means think big but start small. Find what works and duplicate that over and over. Don’t over leverage yourself.
- *Figure out what the real cost will be for achieving your goal* – and decide in advance if you are willing and able to pay that much. Decide in advance if you’re willing to pay the financial and emotional cost of what you want to do.

##### 2 Sustain the action

Once you make a start towards achieving your goals, it will be easy to get discouraged. To be a success in anything, you have to sustain your motivation and keep moving steadily forward. Once you get past your fear of failure, you will be well positioned to press on.

Keep in mind that if you wait for perfect conditions, you will never get around to achieving anything worthwhile at all. The only way you can sustain motivation on a long-term basis is by appealing to your own personal motivational patterns or DNA. Thus:

- If you are a connector – build a world-class support network.
- If you’re a producer – push yourself to get impressive results.
- If you’re a stabilizer – stick to the plan and avoid sidetracks.
- If you’re a variable – get out and shake things up.
- If you’re an internal – focus on the outcome.
- If you’re an external – take advantage of all your opportunities.

The basic idea is by cooperating with your own hardwired and unique motivational DNA, you’ll be able to achieve the incredible results you aspire to.

*“To sustain motivation, you must cooperate with your motivational patterns. If you work the system, the system will work for you. Be patient. Life is not a sprint. It’s an endurance sport. Big goals take time. There will be huge, looming obstacles to overcome. Sometimes life is unfair and bad things do happen to good people. But if you’re feeling a little disheartened today, I have good news for you: The past is past. It’s over and done. Yesterday does not determine your tomorrow. What you do today determines your future. Stick with the system. Don’t worry about setbacks. Failure is not final unless you quit.”*

– Tamara Lowe

##### 3 Finish first in everything

The real key to achieving all your goals is to be the best in your field bar none. Motivate yourself to learn more and to be better than everyone else. Work harder and smarter to deliver the best product at an unsurpassed price supported by absolutely world-class service and support. Be the best in your field and you will deserve the success you achieve.

There are five high-priority areas in your life where knowing your motivational DNA type will help you finish first:



To genuinely achieve your goals, use motivational DNA in all five of these areas. You need to succeed in all five areas to be a success. To create that kind of balance takes motivation, but it can be done.