

**Transforming De-Motivated Staff  
Into  
Self-Motivated Achievers**  
By  
Beyond Timelines

E-Book/Module

Transforming De-Motivated Staff Into Self-Motivated Achievers

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## Introduction

There is an understanding that some of the material within this module may appear deep, and at times overwhelming. **Please do not let it get the better of you**, as it is nothing more than jumping onto a bicycle, or getting behind the controls of a car for the first time. As there are many new words, and techniques, the first read may be taxing, this is expected. However, bear in mind that like a bicycle and a car, second, third and fourth attempts get better. When we are dealing with our own human awareness and consciousness, it is not too dissimilar.

This module is aimed at showing you how to cultivate the energies and forces of motivation in a way that will produce uplifting and magnetically positive outcomes.

Nevertheless, this module is not a quick fix. It is not about teaching, mentoring, inspirational pep talks, or any other form of a superficial uplift. Past results demonstrate this type of motivation to be like a high from a fizzy drink, or adrenaline rushes from a roller coaster. Initially, they may display temporary fixes, but lasting change is invariably elusive.

This module has three key goals:

**1 - To identify, uncover, and grow your own staff's natural motivational forces.**

**2 - To discover how to transform the energy of motivation in to self-motivation.**

**3 - To uncover and apply these dynamics, which, contrary to popular belief, is not just motivation alone**

Self-motivation is where good, positive, productive, and the naturally supportive energy of motivation becomes self-maintaining, and self-sustaining.

Does that sound unrealistic?

Well, right now it may, but as you move through this module, gradually applying the techniques. You will find that maintaining self-motivated staff is as effortless as reading these words.

Though with that in mind, please be aware there are significant differences between de-motivated, motivated, and self-motivated individuals, and throughout this module, we will be discussing each powerful dynamic in much greater detail. In doing so will equip you with the highest skills and best chances of energizing your staff to work and operate from the highly attractive state of self-motivation

## Section 1 - The Dynamics of De-Motivation

According to various published reports, approximately 75% of all individuals will at some point face brief, or long periods of de-motivation. As it will be demonstrated later, brief states of de-motivation can be natural, even “**positive adversity**” in action, but prolonged or permanent states are demoralizing and destructive. Furthermore, left unattended, de-motivation can be a precursor to depressive illness, staff absenteeism, and in a minority of cases, suicide. This is not a scare sentence. It is an unfortunate fact of today's modern world.

Present day man connects so deeply with the material world, that the inner self has long been overlooked. Work, goals, pressure, mundane tasks, dislikable colleagues, and harsh environments have been overthrown in pursuit of material success. Yet at the subtle levels of life; essential needs are still being pined for.

No matter what level, all staff have individual needs, subjective desires, and personal preferences. When these are not identified, nourished, and nurtured into life. Then at some point, de-motivation is almost a certainty.

It may or may not surprise you to know that the average individual thinks approximately 50,000 thoughts per day, with a mere 15% contributing towards their daily work. The remaining 85% are attributed to personal issues.

Now here's the not so good news...

The above was an average, not a de-motivated, but an average person. Highly demotivated individuals are likely to be internalizing, dwelling, and obsessing even further, with as little as 5% thought attention contributing to their working day. With these statistics in mind, we can begin to contrive how it is individual staff, departments, and whole businesses can come to fail.

However, there is also some good news. In developing the apparatus to calculate an individuals' negative thought process, there is also a "fix". This fix is quite simple, and enables an individual to increase their overall contribution, productivity, and output to work.

**The dynamics suggested within this module have been designed to automatically invoke this transformational fix.**

De-motivated staff might appear complicated, yet at their core; de-motivation really is a simple human dynamic. It may also come as a surprise to know that de-motivation is still motivation. Though it is assumed to be all negative, we will seek to illustrate that de-motivation also possesses it's polar opposite, and equal counterpart; that is natural, genuine, positive, and healthy self-motivation. As will be demonstrated later, de-motivation may not really be de-motivation at all. Though, how motivation is filtered, perceived, and then used appears to influence and label it de-motivation, motivation, or self-motivation.

As an analogy only, de-motivation could be thought of as a tree. There is a root, a trunk and many branches. Though you already know it is the leaves on the branches that carry nourishment to the root, and de-motivation can be thought of in the same way. At the core of de-motivation is also a root, and that root is normally a core fear. Let us now take a brief look at an example in action;

Take an overweight person whom wants to lose weight, yet they feel de-motivated in doing so. Not fear, just de-motivation. Let's assume they consciously do not fear obesity, and do not feel that being overweight would be the result of a core fear. In fact, the very idea might genuinely perplex them. Nonetheless, we are not talking about the surface fear felt from a horror movie, or the innate fear one feels crossing a four-lane freeway. No, the fear we are uncovering is a core fear and there is a major difference.

At their core lives a fear, and as in the case of the overweight person, it is most likely to be rooted far back in their past. Yet because the subconscious does not live in a permanent state of de-motivation, it cleverly gets to work, creating a series of diverting overlays, and hey presto; the original de-motivator will no longer be felt. However, when worked back from the leaf to the branch, then the branch to the trunk so to speak. One may be surprised to find that their de-motivation was not a lack of surface confidence, or even a lack of will power. No, these are overlaid energies that contribute to, but are not the core.

Though, now you have made the decision to transform your staff from de-motivated, to self-motivated individuals. A supportive tool, is developing attentiveness to understand their own trees. This is not to say you must take an extreme interest like that of a marriage, but the identification of de-motivation signals that damage is already done, and unless addressed. Like a tree, your staff and ultimately, your business may wilt.

Stated above is a root, and while there is a core root for all de-motivation, this root is deeply hidden. Yet, for now, please do not concern yourself too much with this, as when we begin to work through this module, the root will naturally expose itself. This process is perfectly normal, and reassurance is given that like the root of a tree, once the core of de-motivation rises, dissolving it is as effortless and as natural as the formation.

Have you ever noticed that when roots are exposed to the sunlight, chances of survival diminish?

Well, more, or less, it could be said that the same principles apply to the energy of de-motivation. Once the core is exposed, then without any effort on your part, the “<sup>3</sup>**conscious self**”, automatically kills the root. Though not yet fully understood, science is now suggesting that, “<sup>4</sup>**consciousness**” may indeed be humans' form of light. This means that when something is raised from the <sup>5</sup>sub-unconscious, to the conscious mind, it invokes a process of <sup>6</sup>electromagnetic change. Once underway, the knock on effect is a change in ones physical biology. It is becoming widely understood that the mind induces these biological processes through electrical impulses known as Hertz. We will omit deep science, yet outline that the human brain houses approximately 80-100 billion neurons, which are also electromagnetically pulsating. It has also been discovered that one's whole being/body emits an overall and collective electromagnetic, electrical pulse, i.e. Hertz. Albeit a little taxing for everyday digestion, as we work through this module, the value of this information will become immeasurable.

Nevertheless, this module will not attempt to foolishly, or blindly convince you of unquantifiable material. On the contrary, the proof of the pudding is in the eating. And by the time you have completed this module, the validity will rest with the transformation of your own staff.

Now, let's get back to the dynamics of de-motivation.

De-motivation, like self-motivation could be related to as a “**feeling**”. The word feeling is used because as will be demonstrated later, both states generate a feeling, and it is this feeling that influences. Though it could be said de-motivation is bad, and self-motivation is good. The reality

is they are neither positive, nor negative. They just happen to be at the opposite ends of each other. That is, polar opposites. Nevertheless, they are both identical forms, using the same energy of “motivation”.

Confused? Please do not be, as all will become clear as we move through.

So, let us now look at the energy of de-motivation.

What is it made up of, and how do we deal with it?

Is the energy of de-motivation a physical thing?

Well, there may be a sad looking, or lethargic individual. Yet, as the energy of “motivation” cannot be perceived with the five senses. That is sight, sound, taste, touch, and smell, then addressing it on the physical is a little like chasing rainbows. Though the mind tells us we can see, or feel a de-motivated individual. When we get closer, like the rainbow, there is a reality that these are indeed bi-products from another driver.

So, here lies a simple secret. However, before it can be addressed anywhere, we first need to grasp its origins.

### **The Origins of De-Motivation**

For all de-motivated staff, the origin of the energy will need to be traced from the leaf back to the root, sort of speak. Though as we are discussing the origins of this energy, for explanation and understanding, let us start from the root forward.

From our own studies, some individuals as far back as early infants appear to have been birthed pre-installed with de-motivation. Whether this is fact or not is irrelevant, as by adulthood, these individuals like all others possess the innate ability to positively impact, and change for the better.

De-motivation is where the neutral energy of motivation, not self-motivation, but **pure uninfluenced raw motivation** gravitates, adopting one of two polar opposites. In the case of a de-motivated employee, the gravitational pull is towards the pole of de-motivation.

We have already said that de-motivation is neither positive nor negative, yet more often than not there is an associated link between de-motivation and a negative outcome. However, as will be demonstrated later, not all de-motivation is as negative as what it might first appear.

Nevertheless, just because the origins of de-motivation go back as far as early childhood, maybe even further. One does not require psychotherapy, hypnotherapy, or any other form of mind altering treatment to dissolve, and transform de-motivation. In fact, it can easily be transformed from one state to the other. Though prior to that transformative process, de-motivation requires “**conscious observation**” to trace back, root out, and dissolve the original core driver. Though as already outlined, like the root of a tree, once exposed, the core of de-motivation will unfailingly die.

So when looking into the origin of the de-motivator, without judgment, quietly and calmly observe. In doing so, it will become apparent that although one or more staff may be

experiencing de-motivation. At the individual level, de-motivation is highly subjective. That is, different staff fret over differing issues. Yet, collectively as a group, they may all be displaying de-motivation. Though, it is worth mentioning that through our own long term studies it was discovered that whatever current task, or situation staff found themselves to be in. These were “**at no time**” found to be the cause, or the actual roots of their de-motivation.

This might sound frustrating and as an employer you may not feel it is your duty or responsibility to mend a broken wheel. However, there is no broken wheel because this is how life and reality work. With the passage of time, this is what human beings have evolved to, and with the pressures and demands of work, the toll is now on the average individual. Modern man is perhaps more in tune with the dynamics of business than the dynamics of their inner self, which in retrospect is the greatest paradox of all humankind. The upside being that when the dynamics of self are addressed, then professionally the individual flourishes. The knock-on, and the whole reason for this module is that when de-motivation is transformed into self-motivation, business grows.

Soon we will begin to observe your de-motivated staff. However, for now, please read on for there are additions that make this transformative process effortless, smoother, and quicker.

### **Drivers of De-Motivation**

Have you ever noticed that for a small minority of individuals no matter what, they appear to be driven, even thrive on de-motivation? They are the portrayers of doom and gloom, the spreaders of pessimism and the prophets of future failures. Sadly, and is often the case; for these highly demotivated individuals, everything in life is viewed as a negative.

These individuals operate from negative core drivers. Work de-motivation is merely a trigger but it is not the cause. However, the cause (which is the core) has automatically compounded itself and is now successfully working through the majority of even good, healthy neurons.

Remember it was said earlier that the average brain houses approximately 80-100 billion cells? Well, these brain cells have a definitive job. Imagine one single cell chatting to and influencing tens of thousands of others. A little like the root of a tree feeding thousands, upon thousands of leaves. Well, this is exactly how it works. For a de-motivated individual, they are automatically driven to be influenced by, respond, and react from their core energy. If that core is negatively charged, then their brain cells have no other choice but to accept this incoming influence.

What is exciting about this understanding is that negative energies can be flipped into the positive and driven from it's polar opposite of inspiration, desire, and ultimately **positive self-motivation**.

Have you ever noticed that de-motivated staff tend to be your most defensive, reactive, resistant, and the least likely to embrace changes moving forward?

Well, there are simple mechanics behind this.

Since as far back as science and metaphysics go, it is said that there are only two core drivers that dominate human beings - love and fear.

Please allow a brief example:

On the outside, Michelle is a smart office girl, successful in herself. On the inside she finds motivation, though she termed it “change”, difficult to apply. In fact, whether personal or professional, she knew that any changes made, were met with pain. A strange as this sounds, motivation by way of pain is extremely common. However, this is not referring to the pain of losing one’s job, or the fear through loss of a financial incentive. The pain being talked of is “pain by way of physical experience”.

For a portion of staff, there is “personal pain” where certain individuals self-torture for not feeling good enough. Above and beyond their role of duty, when worthiness or self-esteem lack, infliction of pain sets in. While this might appear insignificant, often pain feels more natural, and when uncovered, a larger portion of staff may be using this system.

Nevertheless, and regardless of the above, core driving energies really do exist. Most likely these are rooted, and connected to early life experiences, and **are not the consequence of present day occurrences**.

However, present day events act as triggers and here lies a perpetual cycle. That is, roots fuel and drive new neurons, which in turn take their initial direction from the core. It’s a natural cycle of growth, yet if the core is a fear, then the cycle is a vicious one. In brief, the more fearful one’s past, the more likelihood of present day de-motivation. This is so and will be explained later because if the original formed neuron was negatively influenced, then “electromagnetically, it became negatively charged”. This is then, “set in stone”. Then through completely new experiences, which if already negatively charged, the new neurons will be unfavorably influenced, and soon enough anything and everything will be viewed and experienced in a negative light. The outcome being that de-motivated staff then appear sensitive, connecting to low self-esteem, lack confidence, feel lethargic, sad, and all things negative.

Nevertheless, there is genuinely good news, because although rooted in a negative core de-motivation is an *effect* from a cause. Paradoxically, the cause has been found to possess an equal positive motivator, which makes the whole transformational process possible.

### **The Effects of De-Motivation**

De-motivation is where individuals or whole groups do not think, feel compelled, display enthusiasm, or feel energized to carry out tasks and goals. It can seem like de-motivation is a negatively depressive virus. Furthermore, as de-motivation steals and uses the energy of resistance, (which is discussed later) negative effects are compounded. In other words, it’s like the sick trying to heal the sick - things just get worse.

Resistance like motivation is also a non-physical <sup>7</sup>*energy* that silently operates from the subtle levels of self. Though when the term ‘self’ is used, what we are really referring to is one’s “<sup>8</sup>**overall consciousness**”. That is, the sub conscious, unconscious, and conscious mind/self. Nevertheless, in a general sense, resistance attached to de-motivation manifests negatively,

which serves to further distance staff from their set tasks and goals. However, please do remember, that these are sub-unconscious drivers, and it is not something that they will be aware of, let alone is it something that can be transformed without some prior knowledge of.

Can you recall earlier it was stated that not all de-motivation is what it appears to be? Let us now round off with a quick metaphorical analogy.

That is, if de-motivation could be viewed like a physical energy, it might look like fat. As you know fat breeds lethargy and once accumulated, it's difficult to shed. The effects of de-motivation are not too dissimilar, yet unlike fat; the transformational process is not so taxing. Yet, when it comes to de-motivated staff, please make a note to refrain from voicing unpleasanties. As it may appear that de-motivated individuals dislike everything around them, what they really dislike most is themselves.

Finally, let us conclude this section on a positive note of change.

Change may happen in two ways -

1- The de-motivated individual is left unattended, they are totally unaware, and their issues are ignored in the hope that one day they will naturally resolve themselves. Though as this method relies heavily on the unfathomable powers of the universe, waiting for a positive change, is like waiting for a life changing lottery win.

2 - The core associated energy event of de-motivation is consciously sought out, raised to the individuals' everyday awareness, processed, and allowed to naturally dissolve. This method takes effort, yet it is currently the only known way to genuinely transform de-motivation into self-motivation.

## **Section 2 - The Dynamics of Motivation**

In its birthing, or resting place, "motivation" is just that – "**motivation**". In this state, it can be said that the human energy of motivation is neither positive, nor negative, good, or bad. More often than not, It is others suggestions (not life, but human suggestion) that deters the polarity of motivation to be this way, or that way.

That is, should it be viewed negatively as de-motivation, or positively as self-motivation?

Nevertheless, there is an uncanny truth that motivation (like all human energy) has no polarity until influenced, and directed. When viewed for what it originally birthed as, that is "neutral energy", the raw energy which science call  $E=MC^2$ . Then we can begin to accept, and allow transformation.

As we will discover further on, whether ascribed de-motivation, or self-motivation. Both states simultaneously possess equal amounts of positive motivation, as well as negative motivation. That is, inside de-motivation dwells self-motivation, and inside self-motivation dwells de-motivation.

With this in mind, please pay particular attention to this paragraph, for it is perhaps one of the most poignant, practical, and useful subsections throughout this entire module.



Let's not exhaust this only to say that  $E=MC^2$  is the famous Einstein equation for all energy and matter that make up the universe. Without getting too technical,  $E=MC^2$  makes up motivation,  $E=MC^2$  makes up de-motivation, and  $E=MC^2$  makes up self-motivation. Yes, you guessed it. This is the same energy transforming, one way, or the other. Not positive, or negative, just this way, or that way.

As mentioned, de-motivation does not lack the energy of motivation; it is still motivation, but it is now working for, and operating from its opposite polarity.

This is incredibly simple, yet extremely vital information. Nevertheless, on occasions simplicity is thrown out in favor for a more complex and rational answer. May we suggest this is one of those occasions? As whether motivation is expressed as de-motivation, or as self-motivation is entirely dependent upon one's own internal relationship between the desire, goal, or outcome in question.

Please make a note that during the initial formation of de-motivation, or self-motivation, the choice was not a conscious one. As will be covered later, associated links that formed relationships of like, or dislike, good, or bad, positive, or negative, decided where the energy of motivation should swing. That is, should it be perceived as de-motivating, or self-motivating. Yet, as these connections and relationships are performed automatically from the sub-unconscious, this is not something of which staff will be aware of. The good news is that with a little effort, the energy that drives motivation can be changed.

### **The Origins of Motivation**

Above it was stated that motivation is a neutral energy of  $E=MC^2$ . In layman's terms, it means that motivation is not a physical thing. However, this is not an attempt to blind you with the science of psychology, only to say that without "motivation", humans may not even exist. The very nature of life requires motivational energy to eat, sleep, move, grow, and develop, etc. Individualized out; one could attribute tens, if not hundreds of character traits that demonstrate and harness the energy of motivation.

As an example: He is prosperous because he has strong will power. Alternatively, he is prosperous because he is insecure. She is an excellent employee because she listens. Alternatively, she is an excellent employee because she is passive.

Which is it?

Which energy motivates?

Which is the main core driver?

Is he motivated by the fear of insecurity, worried that he may not achieve?

Or is he motivated by the genuine desire for the love of success?

Likewise, is she motivated by the fear of passivity, worried that she might say, or do the wrong thing?

Or does she genuinely strive for the desire to grow, developing herself, and the company?

Which is it?

Either way, it is motivation right?

Yes, you got it. No matter what. Whether fueled with fear, or pain, inspiration, or desire, the *energy is motivation*.

Albeit extreme, the sheer strength and power of these motivating forces can be seen in the following example.

At the point of suicidal despair, individuals who miraculously survived, later spoke of a last minute desire to live. Albeit this surfaced at the point of no return, it is conclusive proof that sub-unconscious drivers exist. Yet how do we know these to be innate? Well, for the unfortunate individuals who had jumped from the Golden Gate Bridge spoke openly of what permeated their mind during the four second fall. After jumping, there was an innate desire to live.

It is said that desire/love, or fear/pain are at the core of motivation, though at its peak, desire/love is also the energy of creation.

This can be seen and experienced during sex. Yes, have you ever noticed how powerful, and "how much a part" sex plays in business? While not all sex is loveless, it can be linked back to desire.

There is a simple but true story, and it goes like this:

A man employed a beautiful woman, not to gawk at, abuse, or secretly betray his long standing spouse. On the contrary, he was already in love, yet motivated by beautiful creations. Inherently he knew that by surrounding himself with pleasing motivators, he would experience uplifting and inspirational positive energy forces that in turn would drive him to get up, go to, and return from work. According to the story, the man used this system of motivation throughout his entire working life. He served well into his eighties, was happily married to one woman, and was respected by all his staff.

OK, I hear you say this is a somewhat comical example, yet this is exactly how the world, including modern man functions. Male and female are innately driven with two primal motivators - **Fear** and **Love**.

However, while it is common place for women to use the love word, for men this is totally taboo. Yet when a man desires something, is he really stating a desire, or is it a core love that has neatly evolved into a desire? With no sexist intent, it is widely understood that men tend to manifest life's motivators through the physical, while women express through the emotional. Men might feel motivation from desiring a powerful car, while women through a fictional emotional love story.

In a general sense, though not meant as absolutes. Men's motivational desires can be seen expressing through the physical. Therefore, anything and everything that is connected to the prospect of physical stimulation, could be said to entice and motivate a man. Whereas for a woman, she operates from the heart, and anything and everything that touches her emotions will at some level motivate her. A man's fear is expressed through his egoic mind, with power

and control at the top. While a woman's fear is expressed through her heart, with a lack of worthiness and fulfillment at the top.

Does a man go to work, for the love and desire of the world?

Unless the company is his, he thinks only for himself, and his own personal successes. He thinks only of his position in his world, his material possessions, and his sexual attraction too, and from the opposite sex. Modern man may have changed, yet his primal motivational drivers have not.

Does a woman go to work disconnected from her home, her family, and her children? Does she leave it all behind in favor for the love of the company?

Irrespective of her outward appearance, women are different to man. She feels; she nurtures; she cares, and rationally evaluates all that she does. She is in touch with her emotions, aware of beauty and love, and she thinks mainly of balanced and fair outcomes. Like men, modern women have changed, yet their primal motivational drivers have not.

While a man can be motivated by the power of physical attraction in a woman. A woman can be attracted by the power of emotional passion in a man. We could go one.

When operating from survival, and when striving for targets and goals. Individuals cannot help but be reminded of their inner core fears. As during periods of self-chat, there de-motivation pushes them into fretting and stressing over daily activities. This energy forces them to operate from a platform of concern. Yet when staff are operating from a core platform of desire, the exact opposite is experienced. That is one may feel love for the very thing they are doing, or aiming towards, and that includes their work. Though this is not real love, so to speak. It is where self-motivation expresses through enthusiasm, inspiration, and excitement, etc.

Please make a note of the following and imprint it upon your staff's minds.

Fear/Survival is a moving away from, while Love/Desire is a moving towards. If you like, it can be related to as a duality, i.e. positive and negative, push and pull, for and against, etc. Though note it is only a duality and that no duality is real. There is a perceptual awareness, yet duality like most other human energies, is also a suggestion evolved into a belief.

With this in mind, is it any wonder that **operating and living from fear shortens, while operating and living from desire lengthens life?**

Yet, it might surprise you to know that both fear and love, require and use the same energy of motivation.

Confused?, please do not be, as all will become logical as we move through this module.

The point being that the origins of motivation are not as detrimental as the use of it. To rationalize this, we only need to look back at history. As after three thousand years of study, no single answer has arrived for how and why motivation exists. Only that it does and that humans would not be human without it.

So, while the origins cannot be traced back to the absolute beginnings, the energy itself can be traced from an individual's birth. Having said that, the line between motivation and programming are filled with ambiguities. For example; is a baby motivated to eat, sleep and

breathe, or is it a program? Likewise, are your staff motivated to be de-motivated? Or is that a program too? As we will discover later, many de-motivating factors are indeed self-programmed that can with a little effort, be undone.

### **Business Motivators**

It is often said that sound business decisions are based on practicality, commercial viability, sound and rational reasoning, profitability, and concrete business plans. While this may indeed be true, the following section will demonstrate a few additions.

From a staff perspective, has it ever crossed your mind that business decisions have more to do with personal, than professional judgment? What is being talked of here are decisions being made based on the everyday dynamics of being human. For example; has there ever been a time whereby you can honestly say that there was no personal opinion, judgment, no physical, emotional, or mental input, other than professional business conduct?

Yes, there are professional planners, and strategic group decision makers. Nevertheless, each one has their own personal subjective set of motivators.

For example: It was common knowledge that the late Steve Jobs of Apple Computers carried out emotionally expressive business decisions, whilst his competitor Bill Gates of Microsoft was said to be more professionally composed. Therefore, most assumed Bill to be the better businessman. Yet was Bill really making professional decisions based on business alone?

At best, Bill Gates delivered himself differently, perhaps retaining his motivators to himself. Yet, at his core; business is extremely personal.

Here's an example - "***I am motivated by business***", means "***he or she is motivated by their purpose in life, and that purpose will be expressed through business***".

As in the case of Bill Gates, this expression starts off, birthing itself 100% subjective. In other words, he has an idea. It is a personal Bill Gates vision. Yet, to get that vision off the ground, he must get others to buy into it. As it is unlikely, anyone will support Bill Gates own personal future, he consciously puts this to the side, tapping into the personal motivators of others. Eventually and with the passage of time, Microsoft become big because every employee who joined, has sub-unconsciously, but collectively bought into the subjective business ideas that Bill portrayed. They have done so because Bill has skillfully extracted their motivators, merging them with his own.

Now, remember Bill's motivators were subjective. That is, in the initial stage, it is most unlikely he would have shared his ultimate goal with anyone other than himself. Had he of done so, Microsoft may not have been. So he motivates others into his vision, by tapping into and exploiting their biased motivators - only then, does he merge them with his own. That is he offers financial, material, and other incentives based on his staffs subjective visions. Yet, that is not all. It is highly likely that Bill Gates; the late Steve Jobs, and other great business leaders initiate, develop, and grow their businesses not just by financial incentives, or promises of a great career. *They develop a knack to identify, understand, harness, and work with key individuals' personal motivators.* They do this because they know only too well, that impersonal

businesses, corporations and organizations lack the motivation to become truly successful, and thus they can fall apart quickly.

Please allow a quick example.

A large extremely successful corporate company decides to enter rapidly expanding China. There is a meeting with the board of directors, one of which was proud of his past accomplishments. When future projections and positioning of the company were put to him, this was his reply. *"I am not here for the company, in fact; I dislike everything about this joint venture, and I am passionless about 9\*\*\*\*\*. Nor am I here for the good of China, I am here for myself. I am here for the future floatation and what it will bring me."*

The above is a true story, one of a sad reminder how personal business can be. Yet, please do not let this dismay you, for even the most ardent employee (like the gentleman above) can be transformed into a self-motivator, that not only works for the good of himself, but for the good of the company.

***When de-motivation strikes, there is only ever two choices - Either it consumes you, or you consume it.***

### **Section 3 - The Dynamics of Self-Motivation**

Unlike raw motivation, self-motivation is a propellant, a catapult, and a manifestation of inspirational human forces. Self-motivated individuals focus on growth, development, and forward movements. They strive to thrive, require less management, and overall, less motivational inspiration.

Why?

Because they are "self-motivated". Though, as positive as this sounds, please bear in mind that self-motivation is not a natural state of being. It is where the energy of motivation has been internally harnessed, and transformed to operate from either a fear, or desire. Yes, that's correct, the fear word came up again!

Are you puzzled? After all has been outlined, are you perplexed as to how and why fear could become a self-motivator? Please relax and allow an explanation;

Remember the energy of motivation is just that, raw motivation of  $E=MC^2$ , and when operating from negatively perceived or fearful experiences, it can and does go on to create de-motivation. Thus, de-motivation being whereby the individual will actively feel sad, or depressed by the actual fear, but with self-motivated staff, they do not.

Self-motivated staff internalize the same fears as a de-motivated individual with one exception. They have no negative experience attached to the fear. Additionally, there is no negative mental, emotional, or physical association. It is a fear, but a healthy one.

Here's a quick example:

**1 - Your staff may fear losing their job.**

**2 - Your staff may have lost a previous job.**

**3 - Your staff may have already lost a job and suffered from the consequences.**

There is a difference in all three, though for the first two, there is unlikely to be an associated “**negatively attached fear**”. Whereby with number three, if there has been a loss of job and a suffering in the process, then there is likely to be mental, emotional and physical baggage.

For examples one and two above, they may go on to create healthy fears, whereas for example number three, where they physically suffered, and if the experience is perceived as a negative, it will most certainly create or contribute to “a core de-motivating energy”.

Only with uncovering can one engage with, identify, uncover and dissolve.

Nevertheless, for self-motivated staff operating from desires, it is exactly the same. That is, the energy of desire acts as a stimulant, creating an associated “desirable associated, positive experience”, which propels the individual forward. Please allow it to be strengthened that neither fear, nor desire alone are self-motivators. To become a human dynamic that propels, they must first attach to a mental, emotional or physically associated outcome. Not only that, the outcome is obliged to select one of only two propellants - fear or love. Did you notice the deliberate shift and transition from the word desire, to love?

### **The Origins of Self-Motivation**

Though there are thousands of stories, it is thought that man became self-motivated after he developed the “<sup>10</sup>awareness” of motivation. While there is no exact date, early records show that as individuals, cavemen were recorded as self-motivated.

Here is a brief outline:

Caveman<sub>1</sub> becomes skilled at carving out comfortable caves, while his neighbor, Caveman<sub>2</sub> develops incredible hunting skills. Eventually, both men become aware of each other's talents, and engage each other's services. Caveman<sub>1</sub> sets about carving a new home for Caveman<sub>2</sub>, while Caveman<sub>2</sub> hunts food for Caveman<sub>1</sub>.

After a while, Caveman<sub>1</sub> becomes lazy, staying at home each day, refusing to carry out his agreement altogether. However, Caveman<sub>2</sub> continues with his agreement to supply daily fresh food. After one week, Caveman<sub>1</sub> is idling around, while Caveman<sub>2</sub> is still going strong. Two weeks later, and Caveman<sub>1</sub> has still not picked up a tool; he is now growing fat and Caveman<sub>2</sub> has endured enough. He knocks on Caveman<sub>1</sub>'s door asking why it is that he is not stuck to the deal. Caveman<sub>1</sub> answers swiftly and simply - Because there was no motivation to. He said that whether he carved the cave or not, Caveman<sub>2</sub> was still willing to bring him food, consequently, leaving little to no motivation.

Though you may be thinking that Caveman<sub>1</sub>'s de-motivation must have existed before he down tools, your thinking is right and we will come back to this story later.

Of course, this tale is simple and there is no validation of its truth, yet from reading such fun; we can begin to glean the origins of motivation. What shapes and forms this human dynamic is a series of basic likes or dislikes. These experiences are then backed up with an emotional or mental charge. If the life experience is liked, it can form self-motivation. If it is perceived as a dislike, it can then go onto form de-motivation.

### **The Effects of Self-Motivation**

It has already been said that the energy of self-motivation is more attractive and desirable than de-motivation, and the effects are equally as impressive.

Self-motivated staff tend to exhibit more external awareness. They generally operate with vast amounts of autonomy, at the same time they are self-managing. Operating from self-motivation radiates and emits a very different electromagnetic signal, and while it might be suggested that these people make great sales people, and they do. It is not confined to just selling. Self-motivated staff can and do, operate throughout every level of business; they are achievers, go about their business in a calm manner. They are patient, cheerful, confident and loyal.

Though the effects are inspiringly positive, like de-motivated staff, most self-motivated individuals are equally unconscious of their core motivators, and that goes for their effects on business. This is not mentioned as a negative, it is a highlight only. While self-motivated individuals are more autonomous, like all staff; they too require purpose and direction.

Though, there is a fairly common understanding that self-motivated staff naturally and effortlessly magnetize business, while de-motivated individuals repel.

That is, when de-motivated staff enter a room, meeting, or otherwise, you know it right? Their negative impact upon others is felt. However, the same can be said for self-motivated with one exception - they are the polar opposite, emitting positive feel good, uplifting and inspirational energy.

As the gap between science and metaphysics bridge closer, new understandings are coming to light. That is when staff enter a room, like a mobile phone, they emit a signal. Invisible to the naked eye, this silent **buzz** is **electromagnetic** in nature, which enters not just the minds, but the entire realities of others. Nonetheless, everyday awareness, that is surface reality, does not perceive this signal but for the subtle levels or life, there is no overlooking. (These electromagnetic impulses are now recordable with appropriate apparatus, and are re-defining reality as you read). This is now explaining what has for a long period of time been unanswered. Why it is that one person picks up and perceives much more than the other.

As these studies are work in progress, it has been discovered that staff impact others, not by their physical presence alone, but in their whole being. That is, conscious or not, seen, or unseen. Like a telephone signal moving through the airways, there is an invisible message that reaches all targets. In short, when a self-motivated individual enters the room, he or she will without doubt impact the mind, and overall reality of others. Again, conscious or not, intent or not, the impact is a positive radiation through others.

This is perhaps why it is said that a wise boss can without any effort, plug into, and identify future talents of self-motivated individuals.

So the positive effects are without doubt very appealing. Though, this should not encourage one to rush out and revamp your entire workforce, as this is not the suggestion. The idea and proposition for this whole module is “**conscious transformation**”, and while many good works and even great methods have been published on this subject, using consciousness to directly transform is perhaps new to the corporate world.

## **Section 4 - The Mentor's Role**

Though we are not talking of Motivational Speakers, Positive Mentors, or Life Coaches, the first step is to nominate and appoint a Mentor. This is a necessary process, as whether you are training, developing, and guiding one or more staff. A team leader must be defined, and the team must know, and buy into that appointed leader.

As human beings, part of our innate structure is to search for guidance, though not a truth of life, to date this has been through a hierarchal structure. Nonetheless, please consider that your team, whether that be just one person or more will sub-unconsciously be searching for a team leader. So there are no prizes for guessing who is going to be the Mentor - Yes, it's YOU! But please remember the definition of a Mentor is one that leads not by brut force, but by inspirational encouragement.

Individuals are not and have never been motivated to follow by way of forced instruction. They may have followed because they are told to, but in reality, no human being will ever feel inspired by a mechanical or forceful instruction. Therefore, if past Mentoring has been instructional rather than inspirational, then please consider this a challenge for change.

As you are going to train and develop your own staff, genuinely being at peace with this position is a prerequisite. Otherwise, any signs of unrest will radiate a negative vibration throughout your whole being. You may already be a boss, a leader, a manager, or you may not be any of these. This is irrelevant. Yet, to truly motivate your staff, they must genuinely perceive and buy into that perception of you being their Mentor.

This is not the same as saying, “I am the boss,” or “I am the team coach”. If this is approached in a half hearted, instructional, or mechanical manner, you will have lost before you have begun. Yet, to nullify and dissolve this potential outcome is very simple. All one is required to do, is to ***genuinely be at peace with the role you are about to take on***. As when your team feel the inspiration that you are projecting, they will also feel your power through your inspiration, and naturally, you will have their full attention.

This is so because on the subtle level of energy vibrations, electromagnetic waves emanate and radiate from your whole being. They then travel through the airways and are picked up by the receiving side, that is your team. Think of it-like radio waves from a mobile phone, you do not need to see the words being transmitted, yet they are picked up and translated by the corresponding mobile phone. Human energy travels in more or less the same way. Though, unlike a mobile telephone, which uses numbers to correspond with each other, humans use their consciousness to direct outgoing and incoming signals. In other words, consciously or sub-unconsciously, yet automatically, your team members will be attuning themselves to align and



connect to you. Their perception will be operating like the antenna on a mobile phone, and they will be scanning for your incoming signal. Again, this is performed sub-unconsciously. Yet, what invokes and sets that sub-unconscious operation into action is the very prospect of “the Mentor and being in a relationship of being Mentored”.

All staff constantly scan, judge, and analyze their relationship in position to others, and that includes you. Yet, know that this is not a free choice so to speak, and it is not a threatening one either. These actions are sub-unconsciously performed, and carried out at the subtle levels of reality. Please do not berate them, because it is not something, they are aware of, let alone something they can change, or stop. It is a natural process of how humans identify themselves in relation to others. Yet, for you; this is the starting block of magnetizing their attention. Before even beginning the Mentoring role, their perception will be analyzing whether they are higher, lower, or equal in life? Shall they adopt a passive and allow you to motivate them stance, or should they reject you as un-inspirational and unworthy of developing them? Do not be alarmed or feel threat from this, as this is how humans form decisions and beliefs, etc.

With that in mind, please familiarize yourself with these subtle levels of life, not psychology, not metaphysics, just the natural everyday subtle levels of reality. As this is the place where you can unlock, influence, and change your staff for the better. You have heard the phrase; ‘a picture is worth a thousand words’. Well, it could also refer to the subtle levels of life where data from a single image is being processed at such a rapid rate, that in one fleeting glance, the image conveys a thousand words. It is also the place where most of life’s decisions are made.

Now imagine your own staff processing, analyzing, and making decisions based on your overall persona, because this is exactly the case. Boss, manager or otherwise, your staff are constantly picking up the energy vibrations that you yourself are radiating.

This part is make or break, as if your staff are to be inspired, then they must buy into you as their source of inspiration. This can be achieved when their subtle levels of reality, that is their overall perception, unites to it. Though, if you radiate an energy that is more attractive and inspires, their perception will agree to it. However, we are not talking of physical attraction. We are talking of emitting an electromagnetic resonance that acts like a magnet in attracting it’s polar opposite that seeks this resonance.

If your staff are de-motivated, they are open and ready to receive inspirational leadership, and their subtle levels of reality will be sub-unconsciously seeking this resonance. This is the first step towards motivating. Albeit this is carried out unconsciously, yet before you even begin, you yourself will now be conscious of this process, thus you will be automatically radiating a semi-attractor. Your energy becomes attractive because your own conscious mind will instruct your subtle levels of reality to radiate this vibration. That is provided that you yourself have genuinely bought into, and are happy to perform the Mentor’s role. When you are pleased with this post, your own subtle levels will radiate this positive vibration, and as mentioned, your staff’s subtle levels will be seeking to accept, or decline your guidance.

It was mentioned earlier that if you radiate a more attractive energy, then staff will have little choice but to buy into your Mentoring. Strictly speaking this is true. However, please allow a slightly more detailed definition.

Let's assume there are one or more sticky staff members, whom may not buy into you as their inspirational team Mentor. The challenge of which you feel is an uphill struggle. However, as the nature of reality operates largely from the subtle levels, this is not such a problem. While it is true that difficult staff can be difficult to motivate, or downright bad attitude staff can appear hopeless cases. Allow us to now demonstrate a method to overcome, and pass through this with very little effort.

Humans make decisions based on their perceptions, and as approximately 80% of perceptions are sub-unconscious of the conscious mind, consciousness in the moment has very little influence. This is why when motivational speakers leave the auditorium and staff return to their normal duties, the majority of their motivational influence remains in the theatre.

Simply put, any and every human being operates 80% sub-unconscious of their total consciousness, with approximately 20% used for moment to moment thinking, feeling, perceiving, etc.

So with that in mind, when you come up against a difficult to motivate, or downright bad attitude staff member, give some thought that they are operating 80% sub-unconscious of their entire actions and influencers. Furthermore, whether you have a positive or negative staff member, "inspiration" will have the same impact upon both.

Our studies have shown that human beings, that is "human consciousness" cannot, NOT respond to the electromagnetic resonance of inspiration. Additional studies have shown that irrespective of individual conscious awareness, meaning that even if a staff member is directly projecting negativity towards you, at their subtle levels of life and reality, i.e. meaning their 80% sub-unconscious "consciousness" actually has no choice but to respond positively to positive input, and negatively to negative input. Though the exhaustive science has been omitted for simplicity, it is fair to say that like really does attract like.

Therefore, irrespective of how you think and feel about your own staff, or they about you. If you set aside everyday conscious reality and feed your staffs overall perception with genuine inspirational input, their whole being will have little choice but to attune and become attracted towards yours. This is so because you are not talking to their ego, character or individual personality, you are communicating directly with their core, and as every core of every human responds exactly the same to a negative or positive influencer, then you simply make a conscious choice to omit fear driven motivators, in favor of encouraging inspiration.

Of course in the world of reality, there is an understanding that this is easier said than done. However, in doing, you are saving yourself future issues, at the same time mastering the art of human dynamics. Yes, it takes a large degree of trial and error, patience, strong will, and time. Yet, it is absolute truth that you cannot only Mentor; you can and do possess the qualities to transform de-motivated staff into self-motivated, self-maintaining individuals. The bi-product of which is not only a successful business, but you will also create an admirable and highly desirable working environment.

## **Step 1 - Observing**

Step one is to observe.

Like a detective during an investigation, there is much to be gathered by observing. Of course your staff are not wrongdoers, and this is only a metaphor. Though, to favor the odds, reduce resistance, and equip with the best possible chances of a “first hit transformation”. Observation is paramount.

Paramount in the sense that as 80% (approximately) of your staff’s reality is being conducted from the subtle levels, and with 5% to 20% from their daily thoughts, then observing is vital. You will need to attune to what they are thinking, feeling, and ultimately “**doing**”. What they do is a result of a feeling, which is a result of a thought, etc. Though you will be required to carry this operation out in a covert, non judgmental manner. This is because if your staff are, or become aware of you observing, then like the <sup>11</sup>double slit experiment, their behavior may change to suit yours. So please plan to set aside some time, perhaps one full week to do nothing other than observe. However, please do not misunderstand the phrase “do nothing other than observe”. For what you pick up here will be of great value.

Once you have adjusted, and maneuvered into the position of observer, with a little time and patience, it will do two things.

1 - You will set forth a very powerful force known as an electromagnetic attractor. It is now widely understood that humans exchange energy in the form of waves. These waves are electromagnetically structured, and recordable as Hertz. Likened to telephone radio waves, they cannot be seen by the human eye. Nevertheless, they are conveyed, and perceived through the subtle levels of one’s overall reality. Please do not under estimate, or dismiss this suggestion, as it is the main highway to positive transformation, and indeed, lasting change.

2 - Your own subtle levels will begin to attune themselves to your staffs subtle levels, and in doing so will bring forward extra sensory perceptions. In other words, you will begin to perceive much more than you normally could. This is not Science Fiction, it is science fact. You will begin to think and feel what your staff do, though please do not confuse this with surface reality where speech and mind are used to communicate. What is being referred to here is the underlined subtle reality where thoughts, feeling, and emotions are conveyed.

Nonetheless, in the observer’s position, be mindful to remain inconspicuously interested. Do not try to solve the riddle of their de-motivation, and do not ask yourself why it is they do this, or that, because in doing so will take you further away from nurturing and weeding out the root core. You are not looking to trick, or fool your staff. You are attempting to bypass their surface reality, at the same time engage and listen to their subtle reality.

At this point it is worth remembering that you have not become their therapist, nor are you a covert stalker about to make mystical, and magical changes. This is everyday reality that has until now, eluded mankind. Though with the absence of observation, de-motivation is like a virus, and would continue to infect on deeper levels.

What you are doing is not only a transformative personal process for your staff. Ultimately it will transform your whole business. However, at this point you may think it would just be easier to employ a motivational guru, and your thinking would be right - it would indeed be easier. Nevertheless, motivational Mentors are akin to corporate doctors. They are there to patch your staff up, plaster over their de-motivational wounds, and keep your business functioning. Though, they are not there to “**transform**”, because that has never been their role. They do not and could never know your staff like you and for this reason alone, they do not transform.

To transform is to move from one form to another. Like water can be transformed from ice to steam, back and forth, the energy of motivation is not too dissimilar. Though, in order to do so, the energy in question must be observed. This is so, because as you will already know, it is highly unlikely something that is not understood will change. As all de-motivation is formless energy expressing itself into the physical. Observations of physical actions, and reactions from de-motivation are crucial to this process.

As an example, Tony, who is a mid thirties male executive felt no longer motivated to sell. The physical expressions of which were increased amounts of time spent engaged with office duties. Increased chatting sessions with colleagues, and slower journey times too and from work, all resulting in less face-to-face time with clients. Tony’s energy of de-motivation was creating physical expressions in reality, yet like the leaf was not the tree, Tony’s expressions in the physical were not necessarily de-motivating. They are what the energy of de-motivation creates in order to avoid and like the leaf on the tree, if we follow the leaf back to the branch and the branch back to the trunk, the trunk down to the root, then we reach the core.

So, if Tony’s increased office time, increased time with colleagues, and slower journey times are the leaves of the tree. Then what would be his branches, trunk and ultimately the core? Well, in observing, the leaves were his physical expressions, the branches were his “*associated experiences*”. Tony’s trunk is his consciousness, and the core is a “real life core experience” that is the original memory. This hidden memory is called an “<sup>12</sup>**associated core experience**”, which has been judged as either good, or not good. In other words, positive motivation, or de-motivation, and so it is we begin with observing.

## **Step 2 - Maxing Observing The Results**

During observation mode, make a pact that for a short time only. You will relinquish all staff judgments and opinions, and allow to be, what just is.

Whether you agree, disagree, think something right, or wrong. Unless it is highly detrimental, or downright dangerous, you just allow everything to be as it is. You avoid both influence, or change, and you do this to let de-motivation flourish.

Yes, that’s right.

For a brief time period allow, cultivate, even grow de-motivation. You do this not only to acquaint, but to become intimate with your staff's de-motivation. However, you may already state full awareness of how de-motivating, or how de-motivated they currently are. Yet, please consider that unless you know their root core, and possess the ability to dissolve, then de-motivation is still in hiding. Nevertheless, in allowing yourself conscious observations. Please be assured, a very powerful electromagnetic signal is being transmitted to their subtle levels of reality.

When allowing staff to be as they are. Allow de-motivated staff to moan, drag out tasks, fail deadlines, targets and goals. Then their subtle level of reality thinks you have become a friend. This is not duping the individual, nor is it taking advantage, as you are always operating for the good of the person and your business, company or organization. Then there is no negative intent. Where there is no negative or malice intent, you will find the universe will support you.

This is not some whimsical statement; it is a statement of evolutionary and scientific fact.

**When genuinely observing, "without personal intent" there is no projecting influence, therefore, there is zero resistance.** Though for simplicity and speed, the science has been omitted. Nevertheless, this is an extremely powerful dynamic development tool. As zero resistance, equals zero distance, and where there is zero distance, the energy in question, "naturally" draws towards. Though please be aware, other exchanges such as facial expressions and body language also convey energy exchanges, which if projected with negativity, will with doubt "nullify the whole exercise".

So when the term 'observe' is mentioned, it means observe with ultimate detachment. This may take some practice, though, please do your best to disengage from any emotions, feelings or opinionated thoughts. Even unspoken they are charged with electromagnetics, so try to approach the observation period in stealth mode. In other words, observe as though you were not really there.

In allowing, de-motivation will actually amplify. Though, paradoxically, the task of transforming this destructive energy becomes easier. For as outlined earlier. When things in life are genuinely allowed, in their natural form so to speak. Then like a wild garden, it just gets wilder. The good news being that like an overgrown garden, it is much easier to spot the weeds, that one with a few here and there. So for a brief time period, let's feed and grow de-motivation.

For this process, please grab a paper and pen, or computer, or whatever you feel most comfortable with. When you perceive, or hear of your staff being de-motivated. Then begin to make general notes. Do this as it comes. Natural and unstructured is OK, as like a jigsaw. Later things will all piece together just nicely.

When observing, look out for six main categories:

- 1 - Physical actions.
- 2 - Physical reactions.
- 3 - Emotional feeling.
- 4 - Emotional reactions.

5 - Mental thoughts.

6 - Subtle level of reality

In slightly more detail, observe the following;

1 - What physical action are they displaying towards a particular de-motivating event, task, or state? This is almost the same as number two, yet the action is different from reaction because staff like Tony (in the above example) took actions to divert from engaging in his de-motivated tasks. Yet, as these are not always instantaneously reactive, they are slightly more difficult to detect. Nonetheless, as you know your staff better than most. In observing, distinguishing actions from reactions will develop.

Actions are likely to show in the opposite form of de-motivation. That's right, it is most likely actions show up as "positive motivators". That is, something or other that motivates away from the actual task. Often it is easier to look for what their motivator is, rather than what's not. Though, the answer is likely to be in both.

2 - How do they physically react to this perceived de-motivating event, task, or state? For example, are your staff verbalizing, making physical gestures, influencing or convincing others, etc. Make a note of their physical reactions, as in a general sense.

These are instantaneous, though not always detectable. As stated above (in number one), actions carried out by the subtle levels of reality take time to register, and then filter into reality. Yet they are there, they are real, therefore please take some extra time to digest.

3 & 4 - Both states of emotions, that is feelings and reactions, are perhaps the easiest to observe. Left to grow, even a non-emotional individual will at some point display emotions connecting directly to the energy of de-motivation. As an example. is their mood, or attitude suffering because of, and are they currently influenced due to their de-motivating factors? The average individual sub-unconsciously projects emotional energy onto others. Please make a note of what you observe these states to be, and what their influence has upon others.

5 - When observing your staff's mental thoughts, you are not looking to be a mind reader. Though do apply your best to adjust and attune to what their mental state is projecting. In a general sense, what people react to, take action over, verbalize, etc, is a direct reflection, and mirror image of what they are thinking. Your staff's thoughts are important to your business because this is the first noticeable expression of de-motivation arriving into physical reality. If they are thinking de-motivated thoughts, then it is most likely your business will be thought of negatively, and it is inevitable they will seek expression in the physical. Physically they are articulated as spoken words, writings, mental and or emotional expressions.

6 - Observing the subtle level of reality refers to a culmination of everything. It is totally subjective, and it is your perception of your staff. It is not how they think, feel, or act. It is how you perceive them. The question to ask yourself is, 'What are your staff conveying to you?' What is it that their reality is saying to you? And irrespective of your personal opinions and judgments, what is their impact upon you? Again, please write this out for each, and every de-motivated individual.

When you carry out the above exercise. Not only will you be surprised at the amount of material you gather; it may surprise you to know that there is more negativity, and more de-motivation than first thought. Nonetheless, do not worry for the root is beginning to raise. It may not yet be noticeable, though be assured; it is rising. As the focus is now on de-motivation, the easier the process of transformation becomes.

### **Step 3 - Identifying De-Motivation**

Through consciously observing, you are also unconsciously identifying.

Does that sound like a mind twister?

Well, it was not meant to be. Yet; it is indeed the case.

Whatever is observed, that is, a physical person and their actions, or non-physical reactions of emotions, etc. Simultaneously, the observer (that is YOU) subtle levels of reality are “unconsciously” engaged in full time analysis. Yet, as this is carried out by the sub-unconscious, all sorts of comparisons, opinions, character assessments and judgments are going on.

This is automatic and perfectly natural. As the Mentor, you must allow your own self “time” to work through this newfound process. Though when your own “**consciousness**”. That is, your surface awareness, daily reality, etc . How you relate to it doesn't matter, though when you ask your own consciousness to step aside. Something unusual, yet magical happens.

For this part, try and attempt to engage with yourself. Asking your own surface mind to step aside, allowing your subtle self to attune with your staff. In doing so might feel strange, and for the first-time things may appear surreal. Yet, assurance is given that in “**consciously**” asking, your own mind to step aside, sends an instruction of intent to pick up and perceive from your staffs' observations.

How does this work? Well, think of it like this:

Can you remember a time when you lost something? After looking, even turning out places where you would never put it, the item remained elusive, eventually you give up. Sometime later, when you are not consciously looking, suddenly it reappears, right? Yes, that has happened to us all. Yet, until recently, the dynamics of this action have not been too well understood. However, as science bridges with esoterics; answers are coming forward. That is, were you aware that for a minority of people, when the above happens, they immediately STOP.

That's right, they “**consciously disengage**”, stop looking and end the search. As bizarre as this may sound, they retreat, turning the subject and search over to their subtle levels of reality, then carry on with life as normal. Soon enough, and as sure as the Sun rises, the lost item shows up.

Though, not only does the item show up quicker than it would have if intentionally looking for it, the above individual endured no mental, emotional, or physical stress. Not only that, they're in-between time, that is their down time looking for the object, was productively used elsewhere.

How can this be? This is all coincidence, right?

Please decide for yourself, but first we must diversify a little.

It is said that when surface consciousness is engaged in a search, there are only ever two drivers - Love or Fear, or pain and pleasure, so to speak. When the search begins, often *one* feels **“fear”**, and immediately experiences de-motivation from the perceived outcome, that is, of not finding. Fear then creates a type of distance, albeit mental energy, fear distances us from the actual fear. Sped up into reality, resistance creates a physical distance, thus the stronger polarity wins.

Sub-unconscious or not, consciousness is just that “consciousness”. Like the energy of motivation, consciousness too, takes on various forms. That is, conscious, subconscious, and unconscious, etc. Though In its totality, these three levels matter not as consciousness is consciousness, and like motivation. Whether it is classed as de-motivation or self-motivation, it is still the energy of motivation. Therefore, if a sub-unconscious fear was the stronger energy, no matter how hard one searched, the item in question would not be found.

As consciousness like motivation does not discriminate, the outcome is deterred by the stronger polarity. In other words, if one’s overall consciousness is perceiving and gravitating to the fear in not finding, rather than the preference to leave it alone. Then whether this created from the unconscious, subconscious, or conscious is totally irrelevant. What matters is that the dynamics of one’s **“overall consciousness”** has perceived the item as a fear of not finding, therefore “not finding” will come true. Yet, to eliminate the sub-unconscious resistance, or sub-sub-unconscious fear, one re-educates the mind to *“disengage”*.

In consciously disengaging, the sub-unconscious fear can no longer go any further. Fear can no longer fuel and express itself through one’s mental, emotional, and physical reality. Therefore with no fuel, and remember the fuel is the sub-unconscious embedded energy of fear, yet with no additional sub-unconscious fuel to make a reality of “not finding the item”. The possibility of resistance is eliminated.

Though we will discuss resistance further into the module, consider that when resistance is eliminated, fear reseeds. It has not dissolved; it has merely gone underground. Nevertheless, without the sub-unconscious resistance. Consciousness will carry out it’s original instruction, and the item can be identified and found. Though may it be re-iterated that like all energy, as consciousness does not discriminate, whether conscious, subconscious, or unconscious, it matters not. The item is found using *“consciousness”*.

In engaging and requesting one’s surface mind to step aside, the instruction is to “overall consciousness”. That is, irrespective of an awareness of, you are intently instructing consciousness to perform a job. However, as already stated earlier. As consciousness does not discriminate, the outcome is deterred solely by the strongest energy in resonance to your overall perception. That is, which polarity is one’s overall consciousness attuned to, and resonating with - Love or the Fear of not finding?

Think of it this way.



Imagine something that goes on away from your immediate awareness or “out of your conscious mind” so to speak. Irrespective of you being conscious or not, the event still goes on. Strictly speaking, the outcome of this event does not rely on your conscious mind, yet it does require your overall consciousness. As once you become “**aware**”, or “**conscious**”, then your perception begins to interact. Your overall consciousness matters because without it, there could not be an event. If the subjective self that is overall consciousness does not perceive the event, in affect, the event never happened.

Therefore, if you genuinely connect and instruct your conscious mind/self to go off and identify your staffs' de-motivation, then a remarkable chain of electromagnetic processes swing into place. Please consider that the subtle self will automatically begin a sub-unconscious search to hone in, and attune to your staffs' de-motivation. Though now your intention is on the positive, there will be no impact to de-motivate your own reality. Though assurance is given that once intention is consciously set, then the process gets underway.

#### **Step 4 - Becoming Friends With De-Motivation**

Another key element to remove the sting from de-motivation is to “**be-friend**” it. As illogical as this may sound, de-motivation thrives on dislike, being hostile, and generating negativity. Nevertheless, a very simple and effective tool is to “turn around with a friendly face and be-friend it”.

De-motivation does not like being friends, as when this happens, paradoxically it lessens, gives up the game and eventually jumps sides. So, during the process of acknowledging, and allowing, please make an effort to progress any observations into a “friendship”. As challenging as it may be, do try your best at viewing staff de-motivation as “O.K”. Then take OK one step further and make friends with de-motivation.

Though you may now be asking, how do I make friends with a formless energy of de-motivation? Well, It really isn't that difficult. Like a real life friendship, we just take an interest, develop a little intimacy, get to know, and seek to understand.

After some time, this is extended to encouraging de-motivation. As when performed in one's own mind, if you welcome de-motivation with a suggestion like the following, then with surety, it will lessen; “***Hi de-motivation, I was expecting you, please feel free to go ahead and do your job, and when you have finished, please let me know, so i can continue with mine***”.

In chanting this self talk, invokes “*interactivity at the sub atomic level of electromagnetics*”. Though we will not expand too much, please allow it to be noted that what is really going on is “awareness communicating with overall consciousness”.

Give this a try, though bear in mind it will take a few attempts to feel comfort in chatting this to yourself.

### **Step 5 - The Difference Between Observing & Identifying**

Observing is observing. Whereas identifying is where you begin to see, feel, and perceive emerging patterns.

Identifying is not unearthing, and it is not taking action.

This process is identifying only. During which, please try to remain as open-minded, and as detached as possible.

By now, you should have a rough list of the six categories outlined in step one;

Physical actions.

Physical reactions.

Emotional feeling.

Emotional reactions.

Mental thoughts.

Subtle level of reality.

When looking for the identification link, on a separate form head it up 'identifiers'; begin to list out the following.

1 - How do their actions relate to the de-motivating task, event, etc. For example; Tony was actively engaged in deflectors such as spending more time in the office, increased colleague chats, and longer journeys too, and from the office. Though these actions could have easily been mistaken for positive motivation, looked at reflectively, it is de-motivation in a guise.

Identification is by observing Tony's actions. During his periods of self-motivation, it was observed Tony consumed a lot less office time. He was more engaged with his clients, and his journey times too and from work were shorter. Though as it will be demonstrated later, Tony's motivation had switched polarities. The de-motivating energy had an overlaid 'positive motivator'. This was acting as a positive encourager to spend more time in the office, and less time with clients, etc.

Though unconscious of these actions, it is highly unlikely that Tony was aware of his increased office time, extra colleague chats, and longer journey times were due to factors of de-motivation.

Please remember the identifier is not the root, and there is no single, or current event that motivated him towards de-motivation. What we are looking for here is the *identifier*. Nevertheless, we are now one step closer.

2 - How do their physical reactions relate to de-motivation. For example, are your staff verbalizing, making physical gestures, negatively influencing, or convincing others, etc? Is there

a link between their physical reactions, actions, and their overall de-motivation? Or is it just their character?

Please make notes.

3 + 4 When observing, it was stated that both states of emotions, that is feelings and reactions, were perhaps the easiest to detect. The same can be said in identifying.

Does their emotional state vary dependent upon their level of motivation?

What emotional changes did you observe that could directly link to their state of being, i.e. de-motivation?

Are sub-unconscious emotions rising and projecting onto others? If so, what are these emotional feelings and reactions? Is there a link?

5 - While observing your staffs mental state, were there states that could link, acting as identifiers? For example, Tony's actions led to more office time, yet it is highly likely he would also be displaying a relative mental state, whether that be emotional, verbalizing, writing, or physical actions. In short, moving from one state of motivation to another, it is almost impossible to conceal every indicator. As it all stems from the mind, and what thoughts he is thinking, what changes did you detect?

Again, please make notes.

6 - Now that you have observed your staff's subtle realities, what is your subtle self saying to you? This part is subjective and for you only. Ask yourself, "What are the links, and identifiers of your staffs' de-motivation?"

This part will not fail, and it will not fail because you are asking subtle reality, which is beyond surface consciousness. This is beyond everyday mind, opinions, attitudes, character, personalities and judgments. For this part, please listen intently to your own inner voice, for this is where you will glean a great deal of valuable information.

## **Section 5 - Unearthing, Unlocking & Dissolving The Root Core of De-Motivation**

We have now reached a critical, yet exciting section in the whole process of transforming de-motivation into self-motivation. During the following pages, you will not only guide your staff to their own core and drivers of motivation, you will also bear witness to experience the actual process of transformational change.

That is, with a little effort, you will discover how effortlessly de-motivation dissolves. Like many that have reached this section in the module, you too may be surprised at how small the core of de-motivation really is. Nevertheless, let us now continue.

## Step 1 - Beginning The Transformational Process

As the energy of de-motivation is not a physical thing, transforming is not so difficult. Nonetheless, the physical effects of de-motivation will have created habits that when disturbed, naturally bite back. As with all human energy, resistance is a defense mechanism that must be prepared for. There is a saying, that failing to prepare, is preparing to fail, and this is none more evident than when the core of de-motivation is unearthed. While it was stated that the root core will naturally and effortlessly dissolve, and that is true. What we are talking of here are the gates to the root that once approached, they are likely to rumble like thunder. Though like all human resistance, once raised to the conscious mind, resistance is like butter melting in the sunshine.

Though before we get going, consider that when your staff display de-motivation, it is not necessarily negative. Consider that this may be an indicator of outgrowing duties, tasks, goals, and it may be “positive adversity” in action. Though it might sound esoteric, “**human consciousness**” is constantly in a state of **flux**. The consequences are that formless energy requires variants of stimulation. To add weight, studies have shown that no matter at what level, staff are de-motivated by repetitive tasks.

Also in the transformational process, let us go back to the primal drivers of male and female motivation. For it was said earlier, that modern man may have changed, yet their primal drivers of motivation have not. We must always keep in mind that man has been motivated by his purpose in life, while women have been motivated by the emotions in their life. Therefore, when a happy, or content staff member says, “*I love my job*”. What they are really saying is, “***All of my subjective motivators are currently being met***”. Conscious or otherwise, fear or desire, their internal motivators are all in order.

This is the journey you are now going to embark upon guiding your own staff towards.

Now for a moment, let’s go back to the Caveman story...

Remember Caveman<sub>1</sub>, who was the carver of beautiful caves, and Caveman<sub>2</sub> was the incredibly skilled hunter? Remember that after only one week, Caveman<sub>1</sub> became lazy, while Caveman<sub>2</sub> continued to carry out his agreed obligations? Well, what do you think it was that changed Caveman<sub>1</sub>’s energy of motivation into de-motivation? What made him become lazy?

Well, there could be a million and one reasons. Yet, because this reality is subjective, we do not really need to analyze this to an end. Nevertheless, like all things in life. There is a trail, and all we need to do is follow that trail.

As an example only. Caveman<sub>1</sub> stated that irrespective of him carving or not carving, Caveman<sub>2</sub> continued to supply food, which caused him to become de-motivated. Whilst one could easily accept this as a plausible answer, it is not the root. Indeed no. Downing his tools was an effect from a cause, a little like Tony’s increased office time. Caveman<sub>1</sub>’s de-motivation was much deeper and further back, and unless Caveman<sub>1</sub> was in the here and now, then we cannot get

further than already outlined. However, preventing Caveman<sub>1</sub> from carrying out his agreed duties will be a negatively charged, “**associated experience**”.

For instance; Caveman<sub>1</sub> had already “consciously” agreed to carve a new cave in exchange for food from Caveman<sub>2</sub>, yet one week into the agreement, his motivation waned. This is so because until his overall consciousness experiences what is embedded within his subtle levels of reality, he does not take physical action. In other words, he only downed tools, became lazy and de-motivated when his sub-unconscious self was reminded of a past experience. This is only triggered when he gets to work carving his neighbors’ new home, though please make a note that the physical trigger is a bi-product and not the actual core de-motivator. Though in his fully conscious mind, there was a turning point, and a change where he made an alternative decision, that is, he said to himself, “*I don't want to build this new home anymore*”. Remember this decision is not made from the conscious; it is made from the sub-unconscious, yet the expression is into physical reality.

The truth is that carving the home is not the actual issue; it is a link, and a reminder of another experience, but it is not the actual issue. In short, it is the subconscious communicating with the conscious mind. If it were the issue, then he would be fully conscious, and would not have agreed to build the cave in the first place. The fact that he was not conscious is a truthful indicator that it resides in the sub-unconscious subtle levels of reality. Because it resides there, it cannot be a conscious action; therefore, Caveman<sub>1</sub> will have no awareness of this issue until it comes up against an associated trigger, or experience. That is, in building a new cave.

*Though a simulation only, it is likely that Caveman<sub>1</sub> met with a previous negative experience in “doing” something for others. This has since dropped into his subconscious, reminding itself through new experiences, such as building a new cave, etc. So when anything that remotely reminds him of “doing” something for others, this pushes on the original negative experience and then creates a motivational energy to move him away from the reminder.*

What is being stated is the following; That which looks like a de-motivator is actually motivation propelling him to not do. In other words, at his subtle levels of reality, his motivational energies are in complete order, and functioning well. They are motivating him away from.

So now it is time to outline another of life's paradoxical truths.

**(De-motivation is still the energy of motivation; it just depends how it is viewed, filtered, and ultimately perceived)**

The same can be said for your staff. It is most unlikely that present events are the factors of de-motivation. Past negatively associated experiences are triggering and actioning as de-motivation. Yet in truth, it is the energy of motivation functioning correctly. Like all human energy, it does not discriminate. How it is viewed, filtered, and ultimately perceived, deters it's use. Though since it is viewed as a de-motivator, and that view point may be correct. It is still the energy of motivation, which is operating to motivate away from what is not desired.

While this might appear a mind bender, it is not meant to be. What is thought to be a de-motivator is still a motivational energy moving towards, or away from something.

The point being that what you are now looking for in your staff is beyond the trigger, so let's just recap.

The event is not the actual de-motivator. For example, while Caveman1 became lazy, no longer desiring to carve a new home for his neighbor, and while Tony spent more time in the office, avoiding client contact. These were only triggers, and they were not core de-motivators.

Though in observing, Caveman1 and Tony will both exhibit physical, emotional, and mental actions, and reactions that will lead to identifying. For example, Caveman1 became lazy, yet as there are only ever de-motivators, that is motivation in its opposite polarity, lazy people do not really exist.

When someone is acting, being, or referred to as lazy. What is it that they are really trying to convey? Are they saying ***“They feel de-motivated, though the de-motivator has not yet been identified and processed”***? Laziness, like de-motivation is also the effect from a cause and is a bi-product of a core issue.

In the case of Tony, the triggers are “identifiers” such as increased office time, long journeys to work, etc. Through observing his actions and reactions we can get back as far as these labels. Though, once back as far as the identifiers, unearthing the root can continue. Though please be under no illusion, that unless enough research has been conducted. Unearthing is not possible. However, assuming there is a good understanding of the situation, and of the triggers, actions, reactions, and identifiers. Unearthing the root can progress.

## **Step 2 - Unearthing The Roots of De-Motivation**

It was said earlier that de-motivation was like a tree, and at the core is a root. The same can be said for de-motivation. Like the tree, to locate the core of de-motivation, we only need to follow the leaves back to the branches, the branches to the trunk, and the trunk to the root.

Earlier, the analogy was drawn, that life's expressions of de-motivation are the leaves, associated experiences are the branches, and this is where we have now arrived.

To unearth de-motivation, the original associated experience requires exposure to the conscious mind. Nevertheless, this does not require psychology, or hypnotherapy. Once the triggers and identifiers have been established, the conscious mind is engaged to go off and search for the original experience that was responsible for creating the energy of de-motivation.

In full wakefulness, the conscious mind of the individual is asked to go off and search for the original experience. While we hear you say that for some staff members this is not possible, it will now be demonstrated how easily this is achieved.

So let's go back to Tony who was once a highly motivated executive, now experiencing de-motivation, consequently spending less time with clients. Though not highly noticeable, the very thought of going to work triggers Tony into states of de-motivation. Consequently, and through observation, we have identified his journeys to work are slower, he spends more time in the

office, and finds every excuse to increase office talk with his colleagues. As this was not Tony's normal behavior, these are classic signals that something is amiss.

There are now two ways in which Tony's situation can be approached.

1 - Consciously.

2 - Subconsciously (As this method requires qualified physical interaction, it is not covered in this module).

Nevertheless, the number 1 route, i.e. "consciously" is the fastest, most direct and will without doubt yield the most positive results.

To consciously engage Tony in transforming his de-motivation into self-motivation, the ideal situation would be to call a face to face reassurance meeting. If Tony is to be won over, magnetized and guided, reassurance is vital. For Tony's overall self, that is his conscious, sub and unconscious mind must feel safe and secure.

Tony would be "consciously" assured that whilst being the subject of observation, it is for his goodness, his development within the company, and of course, for the overall good of the company itself. Though, it must be emphasized, at this stage in the process, the company comes last. The company is furthest back because no matter what, when a person comes under scrutiny, all focus draws to the self. That is, when Tony is called in for a chat, the last thing on his mind is the company. This is just the dynamics of being human, and regardless of business, this is how it is.

Though, Tony would be assured that whilst being the subject of observation, this meeting is a meeting to look into, and restore his well-being. He is assured that his well-being is paramount, and that his restoration is the focus of the future. Again, as contrary as it sounds it is reiterated that, the well-being of Tony is favored over the company. This is not a trick, and it is not looking to dupe Tony; it is the genuine case.

Engaging directly with Tony's well-being, engages in his subtle self. As it was stated earlier, this is where real decisive decisions are made. If Tony does not feel internally assured, then things would go no further. Though, assuming Tony is fully assured, feels secure, and at ease with the meeting. Observations in the form of a "positive projection" would then be put to him.

For example, it would be said that his increased presence in the office creates a positive impact on his colleagues, though was he himself aware that his office time has almost doubled?

Gently leading Tony to his shortfalls is key to communicating, magnetizing, and then unearthing his core root. This is so because with the delivering of assurance comes the installation of security. This in turn eliminates any conscious, or sub-unconscious fear, which in turn nullifies resistance. Where there is no resistance, there is no distance, and where there is no distance, the hidden energy of de-motivation has no option but to rise.

Think of resistance this way: A muscled man may look good, though the reality is, he is just a mass of resistance.

For example; Take a human muscle. It is a physical thing with point A and point B. Call Point A the top of the bicep and point B the bottom. When a man trains with physical weights, he adds more physical resistance to the muscle. The heavier the weight, the more the resistance. Over time and through constant fatigue, the muscle stretches. Hence, with the stretch. Point A, to point B, physically become more distant. The more distance between point A and point B, the bigger the muscle looks, and hey presto. You have a muscled man.

Now, reverse this. Take a muscled man, and stop training the muscle. Eventually, the distance between point A and point B shortens. With the lack of training is the lack of resistance, and with the lack of resistance the muscle weakens. As the two points become weaker, they become closer and hey presto. You no longer have a muscled man.

This is basic science in the world of physics, yet do you remember from earlier that all energy, formless or otherwise is  $E=MC^2$ ? Well, when these same principles are applied to the energy of motivation, identical results appear.

Remember fear pushes, while desire pulls, and fear repels while desire attracts. When Tony is offered positive assurance, backed by positively leading him to his shortfalls. As there is no resistance, his subtle self has no option but to positively respond. Nevertheless, do not think Tony's system can be duped, or fooled; it cannot. As any sign, or perception of an ulterior motive will be picked up by the subtle self, and his system will automatically go into lock down. As we have already highlighted how your subtle self-interacts with others, operating from anything other than genuine intent will halt the process.

Consciously, Tony is being gently and positively guided towards his triggers and identifiers. His response is influenced by the coach's approach, deliverance, and interactions. Though assuming he feels secure, safe, relaxed and inspired, Tony's overall consciousness has no option but to positively respond to *"positive incoming signals"*.

In a relaxed and fully conscious state, the Mentor would directly ask Tony to consciously engage with his self. Not just his mind, but his overall self. He is going to directly ask his consciousness to go off and search for the root of his de-motivation. The Mentor would outline that there is no timeline, meaning no rush. The following question would be posed to the conscious mind –

**"What is the core associated experience that has resulted in this present state of de-motivation? I now in this moment, give my conscious mind a clear directive to go off, search and find the root core of my present state of de-motivation. I ask that irrespective of my current beliefs, current perception, and any stored conscious, subconscious or unconscious embedded experiences, emotions, mental or otherwise, that you locate and raise the root core to my conscious mind for processing. I ask that you do this NOW!"**

**Please note that the above highlighted paragraph can be given directly to your own staff.**

While this may appear to be over simplistic, it is not. It was outlined earlier that at the root were simple dynamics, and it was outlined that once aware of, transformation is as effortless as



reading this module. Well, here it is. Nonetheless, please do not underestimate this, because at the subtle levels of reality. In particular, at the dynamics of quantum electromagnetics, all hell is breaking loose. This is not meant in a religious context, but in applying the above, sets off the most powerful chain reaction, which will without doubt and in due course filter through to reality.

This brings us neatly onto the following...

*Have you ever wondered what it is that creates physical reality?*

Years ago, science thought it was biology. With advances, this progressed to quantum mechanics. Today science has gone beyond, yet in layman's terms. What does this mean?

It means humans are evolving, and the time has come to seek for, understand and work with one's own dynamics. In short, this means accepting and then taking responsibility for the overall existence and development of oneself, and that includes "motivation".

This is not a diversion; the above information is the only known catalyst for positive, permanent change. Now it must be said, please do not feel duped into putting this module down, if these thoughts or feelings exist, this is the natural resistance talked of earlier. As embarking upon coaching for the first time, then resistance may indeed arise and it's something you must accept as natural and pass through you would any other energy.

Though getting back to Tony, this may or may not be the case. When the above highlighted paragraph is put to Tony's conscious self, impact naturally gets underway. However, Tony should pose this paragraph to his conscious self, morning, noon and night, on a daily basis. The more he addresses himself with the questioning, the less chance of the root eluding.

At this point, no other questioning should be posed, just the above.

Yes, this is a type of brain washing so to speak, yet much more than that. In continually posing the paragraph, it draws all his consciousness to one singular point. That is, his subconscious, unconscious, and conscious self all culminate, unifying together. As where there is no conflict with the varying levels of consciousness, there is no resistance. As already outlined, zero resistance, equals zero distance.

With no pressure for immediate answers, Tony would be allowed to press on with his working day. It would be suggested, that he only return to the Mentor, if, and when he feels there something relevant to share. Otherwise, and to minimize resistance, he is left alone to continue his job.

Tony will begin to have conscious thoughts, and or feelings that connect the dots, so to speak. All that would be required is for Tony to make notes, and share these experiences.

As an example only, the original experience may be something like this:

Associated images of the original experience will begin to show up. Perhaps not in the form of the core, yet they will begin to rise. In a general sense, the original experience is the furthest back, with all overlays on top. Imagine it to be something like taking a photograph of a particular event, then placing that photo in a box. When similar events, not exact, but similar

events happen. A new photo is snapped, and then placed on the top of the original. After many years, and many events later there would be tens, if not hundreds of associated photos. However, the first, that is, the original would remain intact at the bottom of the pile. If the box were to be opened, the first photo to pop out would be the one closest to the surface. Furthermore, it is highly likely that during the passage of time, and with the overlays of new associated photos, that the top would bear no resemblance to the bottom.

Well, this is exactly the same for human experiences, and how we operate in life. To form an original memory, Tony requires an original experience. Though as he is an adult, it is unlikely his system will consider anything original. That is, like most humans, there are only so many potentials in reality. Therefore, his system is forced to pull from and link to past experiences.

For example, let's say Tony had been motivated to visit his clients for the past five years with no de-motivation at all. Not suddenly, but over time, Tony's de-motivation becomes noticeable. He displays an aversion to visit clients, increasing time spent in the office, and so forth.

What could his de-motivation be?

Has a client said something wrong, does he no longer like his job? Has he lost interest in the company? Whose fault is it? All these possibilities may cross the mind of his boss, yet as an example only, here is the likely cause.

The "**trigger**" is now his job, though the real trigger is the "associated experience". The identifiers are his actions and reactions. Yet, none of these are the original experience that created his de-motivation.

Set well back in Tony's past, and prior to starting his career. There is likely to be a core experience, linking, like the photographs, through to present day. His 80-100 billion brain cells ensure all his memories are maintained, with the original experience embedded deep away from the conscious self.

Though, all that is needed, is to take out each photo, as in reality, these are Tony's past memories. This process is repeated until arrival at the first event. Though how do you know when the first event has been reached? Well, this is not so difficult because it is most likely that the original event will be a painful one. As this is now serving as a de-motivator, the original memory would have formed from an experience perceived as unpleasant.

For example, when the conscious questioning from the above was posed to Tony. He recalled linked events, such as how his clients had offended him with suggestions that he was too confident, and that he was a pushy salesman. He became aware that several of his clients had thought this way for a long while, which was negatively affecting his targets.

He then began to open up, speaking where he thought his excessive confidence had stemmed from. Rising to his **conscious** self were past events of school teachers encouraging him to be more confident. Further back still were infant events of the polar opposite. That is, he then recalled how primary teachers spoke of him actually, 'lacking confidence'. Then further back, at the core were major events. Tony recalled experiences where he was constantly told that he was the least best, that he was not quick enough, and that when he grew up, he would be nothing.

Yes, it's a series of past events that go onto create his present day de-motivation. Though Tony had more than one event, there would be one that majors in the formation of a memory.

*To become a memory that then goes onto fuel future decision making, the original event must make associations.*

For example, Tony had sight, therefore he seen his father's reactions. He had sound, hearing the tone of his father's words, and had '**feelings**' that perceived the events as either '**GOOD**' or '**NOT GOOD**'. This is the most important aspect of all, because as perception goes. Sight, sound, taste, touch and smell, have to date been the only recognized perceptions. Yet this is not all, as you already know, every individual possesses, "Intuition" and it is perhaps the most important, yet overlooked aspect of all.

Furthermore, intuition is so simplistic, there are only ever two perceivable directives. 'GOOD' and 'NOT GOOD', 'YES' and 'NO', 'RIGHT' and 'WRONG'. They all say the same. Meaning, that intuition conveys one of only two options. **This is good, or not good.**

As in the case of Tony, and when he was young, decisions are forced to form from intuition, which are influenced by one or more of the five other senses. When Tony was subject to original experiences, his system has no choice but to make a choice. Is what it sees, hears, tastes, touches, or smells, **good or not good**. It's as simple as that.

Perception from one or more of the senses, makes a decisive decision. Is this good, or is this not good for me. Once that decision is made, it then goes onto 'lockdown'. Meaning that a biological neuron is now physically formed, containing that associated core experience. As time goes by, and other events arrive, this then drops into the sub, and unconscious self.

Though like a photo does not change the contents captured, neither does the brains physical neuron. As new experiences arrive, they overlay on top of the old, just like placing one photo over the other. Though the brain is clever and does not place any old experience in any old compartment. Just like you would organize photos into appropriate categories, the brain does the same.

To cut a long story short, imagine that you placed all photos with associations to a car in a box named 'car'. Do you think that in forty years of taking photos of pictures associated with cars, that the original photo would resemble the most recent? It is most likely with the passage of time and evolution. The original subject of the car would be forgotten and overlaid with something of present day interest. The brain operates in exactly the same way, yet like a box of photos. The original is retained, hidden at the bottom.

This is what's meant, by the root of the tree, the core, and hidden deep away from the conscious self. These are all analogies to understand, and work with the everyday dynamics of being human.

Though now the question arises - *Why is the original photo, i.e. experience in life retained at the bottom of the box?*

Why is this? Why does it just not flutter away like many of life's other less relevant experiences?

This is a great question, with a very simple answer. If there is no strength in the associated experience, then there is no power in its attachment, and it does not go on to heavily influence future events. This means that if Tony did not strongly like, or dislike. Then there is no emotional charge, and the event would simply fade away. Furthermore, when young, Tony's overall consciousness was not evolved enough to process and let go of these highly charged events. Therefore, the experience of '**GOOD**' or '**NOT GOOD**' becomes a stored attachment.

That is an "**associated experience**". Though as we will shortly discuss, all associated memory attachments, good or bad, positive or negative, hold unprocessed emotions.

This brings us nicely onto the following...

*Have you ever noticed it is life's most feared, desired, liked, or disliked experiences that hold the most power?*

Though for most, desires can be recalled easier than fears. This is so because the electromagnetic charge of both fear, and desire remain locked into the physical neuron. Though the main difference between a fear, and desire. Is that the conscious mind accepts desires, whereas fears are rejected, and pushed into the subconscious. There, they quickly become overlaid with new experiences, mainly positive ones. This is so because the conscious self cannot, and does not like to live in a permanent state of fear.

Though it might appear we have wandered from the path, we have not. Please stick with it because this is the process. What we are discussing here is the process not only unearthing, but towards unlocking and dissolving the root of de-motivation.

### **Step 3 - Unlocking & Dissolving The Root Core of De-Motivation**

Now back to Tony...

We are now at his root, yet he will not "*consciously*" know it is his core. How then do we know when the root core, associated experience has been reached?

Because his "*overall consciousness*" will not stop until it reaches the original associated, stored experience. Generally, the experience will be a perceived negative, holding painful unexpressed emotions.

Remember the following exert from the paragraph above - "**and any stored emotions?**"

Overall consciousness works from intention, and does not discriminate from the instructor. In other words, and irrespective of the "**intent**" being a sub, or unconscious, overall consciousness will find it. When the conscious self has genuinely reached the point of curious awareness,

desiring to know, and that desire is stronger than the fear of knowing. Then regardless of negatively stored emotions, "*conscious intent*" will find it.

This might come as an image, sound, both, etc. It may be a sickly feeling of fear, disappointment, resentment, or anger, etc. There could be a whole host of negative emotions. Nevertheless, whatever the stored experience, once genuinely and intently asked for, it will rise.

This is so because it has no other choice, and it has no other choice because of the "*intent*" behind the "*intent*". Though please do not confuse intent with "*I want to know, but I fear the outcome*". Or, "*I really do want to know, but I'm scared of what will come forward*". This is surface intent, backed up and loaded with hidden FEAR. The intent required is as follows;

**"Irrespective of my fear, current beliefs, or outcome. I desire to know the core of my de-motivation, MORE than I desire not to know. I am fully prepared and accept full responsibility in dealing with what arises, and I genuinely SEEK to know, and understand my own TRUTH".**

A paragraph like the above is key to unlocking the gates. It does not need to be exact, so you can add, subtract and tailor to suit. The most important aspect is to load it with intent behind the intent. However, if the above is read in parrot fashion, then results will mirror this, though to achieve intent behind the intent. Imagine the following scenario:

Imagine intending to eat lunch, but for whatever reason you skip it. Maybe an important meeting, project, deadline, target, or goal took president, and there was no option but to skip lunch.

Now think again. Yes, you intended to eat lunch, but overlaying this surface intent were more important work related issues. Therefore, and on this occasion, intent, took second place. Most likely, fear gained the presidential prime spot, with work coming first. Not to say this is wrong. In fact, it may have been totally justifiable. However, this is an analogy to highlight the powers and weaknesses of intent.

Intent behind the intent would go something like this:

Now imagine being in a desert. Two days pass without food, water, and any form of civilization. Now, your life seriously depends on surviving, though survival relies not only on innate instincts, but the intent behind intent. In other words, when life depends on it, to the exclusion of all else, the intent behind the intent is to survive. The only thoughts that permeate the mind are thoughts of survival. Though driving these innate thoughts is the energy of intent, and to the exclusion of all else, intent behind the intent is to survive.

Going back to the highlighted paragraph above. Assuming staff have performed it with "*intent behind the intent*". Here's a trick. There is truly nothing to be frightened, fearful, or scared of. Please allow the following: The worst that will come forward is huge amounts of FEAR, and while fear can appear extremely fearful, allowing it to JUST BE is a key to dissolving it.

As the role of fear is “*to be fearful*”, 99.9% of the time, it has succeeded. Nevertheless, there is an alternative. Though due to word constraints, dissolving and transforming fear cannot be covered within this module. However, fear is a subject that BeyondTimelines are extremely well versed, intimately connected, and have gleaned a great deal of experience in dissolving. If you feel there are core issues of fear, then please refer to the separate module (I Can't Do It, Yes, YOU, Can, **Transforming Fear**), which tackles and transmutes core fears. Nevertheless, sufficient information has been included within this module, which will allow the release and dissolution of fear.

Imagine a tiny dog, snapping, and barking at your feet. This tiny dog barks away thinking it can take you down. Imagine how strong this tiny dog perceives itself to be. It must feel fearless right? Now imagine a role reversal. You swap, and now you are that tiny dog looking up towards the big YOU! What does the tiny dog feel? Yes, you guessed it, FEAR!

It's barking and snapping because it fears you.

Isn't it amazing that both, you and the tiny dog feel the same fear?

Though the complete transformation of all core fear is covered in the fear module (I Can't Do It, Yes, YOU, Can, Transforming Fear), here's a quick fix...

When your staff come up against fear, ask them to swap places and become the actual fear. Imagine knocking on an unknown door, fearing what's on the other side. Then swap places and become the other side, imagining opening the door to yourself. Who are you afraid of? Yes, it's yourself. This is where we begin to see that fear is not outside; it is only and ever on the inside, yet when we swap places, we find that fear is unwilling to play the game.

Why?

Because it genuinely does not exist in the physical. That is, while there is an understanding that it is real in reality, fear really is a construct of the mind.

So did Tony's core experiences of being told that he was the least best, that he was not quick enough, and that when he grew up, he would be nothing. Did they really go on to create his present-day de-motivation? ***The answer is 100% YES!***

When Tony experienced the original events, his perception told him that, they were 'NOT GOOD'. In other words, basic intuitive decision making relayed that he did not feel good from his fathers early life experiences. Therefore, what one does not feel good about, feels bad. When he feels bad, he doesn't feel good enough, and when he doesn't feel good enough, it is the creation of FEAR.

That is, Tony fears that he is not good enough. This is naturally so because his perception created a belief and that too is the natural job of perception.

**Once created, a physical neuron is in place until conscious intent can otherwise instruct.**

Though as in the case of Tony, is the case for most de-motivated staff. Over time, their negative core experiences become compounded, overlaying with positive experiences. This is why Tony had evolved from core insecurity, to present day expressions that appeared to be positive confidence. However, it was guised insecurity, fueled by motivation, which then went on to transmute the energy of motivation into de-motivation.

Though there is more science to it, for simplicity think of it as the original photo at the bottom of the box. Forty years on, and it has thousands upon thousands of overlays. The bottom picture remains intact, yet because of time and compression from the overlays, it has stuck, melded, and almost become one with the rest. If the picture was peeled from the bottom and compared to the top, there would be no comparison.

The same could be said for physical life experiences and neurons that relay this information. When the original 'not good' experience happened, the physical cell remembers all the information associated to this event. It then goes onto pulse this in the form of an electromagnetic vibration, which then signals and influences other neurons. Though not just any old neuron. As the brains' network is highly advanced, it draws from similar corresponding experiences. These then relay messages to other neurons that use the information from original experience/neuron. This is why when Tony is young, and comes up against similar situations, his reactions would be almost identical. Though over time, and because the brain has around 80-100 billion neurons, the original experience becomes diluted with overlays. Just like the photo at the bottom of the pile that is almost unrecognizable. Nevertheless, it is still intact.

The same goes for all of life's experiences.

This brings us nicely onto the energy of human consciousness itself. Consciousness is not static. Like all of life's energy, it is in a constant state of flux. Though this may sound like nerdy talk, it is just everyday dynamics. Though, in layman's terms this briefly translates into "everything is moving".

For example, Look into a mirror, there is a reflection. One could easily be mistaken into thinking that today, they looked exactly the same as yesterday. Yet look closer and you will discover that everything is in a constant state of flux - If it wasn't, one would never grow old? OK, the process is too slow for the naked eye, or for everyday awareness to perceive. Yet the same principle applies to everyday life and reality. This means that no two experiences in life are truly identical, and that when the brain pulls on comparable experiences, it does so in a state of flux. With these principles in mind, is it any wonder that over time, a negatively perceived experience seamlessly transforms into a guised positive?

Though, back to the core issue. As once the original experience is raised to the surface, that is brought to the fully conscious self. Then like the root of a tree exposed to sunlight, it naturally begins to die.

Remember it was stated earlier that, "*consciousness*" is humans' form of light? Therefore, in reliving the original experience. Stored emotions outwardly express, and once expressed. The dissolution is underway.

Yes, there is going to be discomfort. There may even be physical ailments like headaches, backache, diarrhea, and more. Yet, know it is temporary, and once your staff have raised their root, so to speak, then the transformational process is underway.

This is it; this is how it works. Irrespective of belief, this process works without fail. It cannot fail because where there is no resistance, there is no fear. No fear equals no resistance, and so the self-perpetuating viscous cycle of maintaining the energy of de-motivation is broken. Once broken, the root naturally rises, and dissolution occurs “naturally” in its own time.

There is no other effort required. It can take a day, a week, or a month. Yet, the dissolution of the core will happen. Though as in the case of Tony, he will not magically wake up propelled into a state of self-motivation. Once the core is raised, and please allow it to be reiterated, what is not of the conscious self, cannot be influenced or changed. Remember, this was how it was formed. Yes, long ago, and as far back as early childhood. Tony’s consciousness was fully conscious. He was not sub-unconscious, and it was not a subconscious act. He was fully conscious when the original experience embedded itself, therefore, and in order to unlock and dissolve it. For one final time, the original experience must be “**consciously relived**”.

This may sound simple, and as outlined in the beginning of this module, it is. Yet, what holds de-motivation in situ, is down to one human dynamic. That is, the original ‘**unprocessed**’ experience has long since left the conscious self, it’s become overlaid, and is now operating from the sub-unconscious self. This is not psychology, remember it is just everyday human dynamics of “**consciousness**”.

## **Section 6 - Installing Self-Motivation**

Now that de-motivation is dissolving, something is required to fill its place, and that something is the energy of self-motivation.

Though please be aware that as the energy of de-motivation is being released, there is no void, and nothing requires to be filled. As de-motivation is just motivation awaiting instruction, the energy returns to its natural state of balance. In that state, it is neither positive, nor negative. **It is just the raw uninfluenced energy of motivation.**

Self-motivation is the identical energy as de-motivation, only now it will be used in its polar opposite. The only, but main difference being that instead of pulling on negatively charged associated experiences, we are now going to instruct, train, and guide that same force to act on positive associated experiences. Not only that, self-motivation means just that. It is self-propelling.

How can motivation become self-propelling?

Well, as outlined earlier, one can see the destruction that de-motivation brings, but if you like, de-motivation is still motivation, and it is also being self-propelled.



Tony was displaying de-motivation. Yet, alongside and in parallel, he was also being self-motivated. For instance, whilst he'd felt de-motivated to visit clients, on the flip side, and at the same time, he also felt self-motivated to spend increased office time. In the process of being driven to despair, his overall consciousness. That is his conscious, and sub-unconscious self-make informed decisions. No human can, or exists in a permanent state of negativity, though on the surface it may look so, at their subtle levels, this is not the case. As consciousness is naturally fluxing, it is impossible for any individual to exist in full time de-motivation. Therefore, to alleviate the sub-unconscious self begins a process of positive overlays.

That is, although Tony may not be aware, he is being self-motivated away from the de-motivating association, by something that motivates. While this may sound like another paradox, once the energy of motivation is grasped intimately, we come to a realization that it is just motivation doing it's thing. As In the case of Tony, he found it motivating to spend more time in the office, as well as increased colleague chats, and because human energy does not discriminate, both de-motivation and self-motivation can coexist.

So just to reiterate...

This is not just de-motivation. It is the energy of de-motivation running in parallel, as well as transforming part of itself into self-motivation. Though if left unattended, it wouldn't be too long before part of that energy gravitated back to familiarity, with Tony ending up a full time office executive, and in the long term, there would be no awareness of why.

The trick here is to **consciously** harness the energy of motivation, and charge it with a positive association. That way motivation becomes self-motivation, though that's not all. To keep it and maintain self-motivation, we must consciously become aware that the energy of motivation does not discriminate. Be aware it has no preference, and no polarity; human suggestion makes it so. Nonetheless, if we positively charge and create a positive associated experience, then strengthen it. Eventually the energy will self-motivate.

Having said the above, if any de-motivation remains, self-motivation is fruitless. Please bear this in mind, though not a disclaimer, the reality is that most de-motivated staff have more than one de-motivator, and unless the critical mass is addressed, self-motivation is impossible. So, please do not hope to perform this process once only, and then expect miracles.

The reality is that the above process may be required to be repeated many times over until a significant change can occur. Additionally, do not let it slip your awareness that for most staff, they will be blissfully unaware of their de-motivating factors.

Assuming that Steps 1 and 2 have been successfully carried out, we will now continue with the final, and the exciting step of installing self-motivation. Though please make a note that this is a process, and each small step must be carried out as diligently, and as detailed as possible.

### **Step 1 - Consciously Programming Positive Outcomes**

Now, we are at the stage where the core of de-motivation has been dealt with. Though, with the absence of de-motivation, please make a note that the original core memory will still remain.

The memory can be recalled, however, there is no sting in the tail, so to speak. This is so because there is no negatively charged core attachment, therefore there is no electromagnetic pull into de-motivation. Likewise, and when looking to install self-motivation. At present, there is unlikely to be any positive attachments or positive associated links towards desires, and desired outcomes. Therefore we are faced with physically, but more importantly “*consciously*” installing them.

Remember desire is love, and love is a pulling, uplifting, inspirational creative force of universal energy. Though it is not always recognizable, desire and love motivate individuals every day. Therefore, as the Mentor, please make a note that **only** inspirational encouragement attracts and propels the energy of motivation.

When you take on this task, imagine that your mission is to recruit the energy of motivation. Not your actual staff themselves, but their energy of motivation. As the Mentor, your own subtle levels will directly communicate this. When your own attention focuses on the intent to communicate, tremendous magnetizing forces of electromagnetics swing into action. This is where you yourself will begin to experience the powerful dynamics of “**human consciousness**”. Though we are not referring to awareness through one’s character or personality. What is being referred to here is “**overall consciousness**” which includes, conscious, sub, and unconscious aspects of self. What is now fully understood, is that when direct conscious intent is applied, the energy being focused upon responds. Therefore, when cleared of de-motivation, the energy of motivation patiently awaits instruction.

Instruction can come in two ways: consciously or sub-unconsciously. In most cases the energy of motivation has been sub-unconsciously instructed.

While it was stated earlier that when young, and during his first associated experience, Tony would have made a conscious decision of ‘good’ or ‘not good’, and that is true. Though here is a known paradox. When young, Tony would have been consciously unconscious of this decision. In other words, while he made a fully conscious decision, he was unconscious of the dynamics. That makes the creation of the original de-motivating energy an unconscious one.

Now for the good, even great news. Motivation will accept ‘conscious’ instructions simply because, conscious or not, consciousness is the overall instructor. Though it is of little use to direct your conscious self then to expect your staff’s motivation to dance to the beat of self-motivation.

Consciously, you must ‘intent’, and to the exclusion of all else; you must place all your attention on the intent to inspire your staff’s energy of motivation. Then, when motivation accepts your attention, you then nurture and guide this energy with inspiration. Only then can a positive association be created and over time, this is strengthened using the power of the will.

## **Step 2 - Installing The Ultimate Construct of Reality**

By now, you will have an in-depth understanding as to what de-motivates your staff. Though please keep in mind, they are individual, and therefore, the finer details will differ. Nevertheless, the process of creating positive associations is the same.

As there are past 'negatively associated experiences', there are also positive experiences, which create a 'positively charged associated core experience'. To do this, you need to be familiar with what it is your staff 'love'.

Yes, as bizarre as this may sound. If you identify what it is your staff 'love', then this is a short cut to the transformational process. Though it might feel more familiar and comfortable to use words such as 'desire'. What we are really referring to is a core preference often referred to on the surface as a like or love.

So let us now demonstrate tapping staff's likes, desires, and ultimately what it is they love.

In the case of Tony, once his de-motivating factors had been identified and dissolved; the raw energy of motivation awaits an instruction. If this energy is not harnessed in a relatively short space of time, it could easily gravitate back to the old state of de-motivation. As mentioned earlier, with the absence of de-motivation there is no void, nothing missing, and no gap to fill so to speak. The energy returns to its natural state of balance, that is neutrality. However, do you recall the word '*flux*'? Also spoke of earlier, consciousness in flux prevents humans truly standing still, which means that if the energy of motivation is not consciously harnessed, then yes, there is a possibility it could listen once again from the sub-unconscious, and gravitate towards de-motivation. Nevertheless, for Tony, this is not the case.

In previous chats, Tony was asked some simple questions.

Here are those questions:

### **1 - What do you love about life?**

### **2 - What do you love about your work?**

What can be gleaned from these two questions alone can fill a whole module. Though for simplicity, what follows is a brief outline, searching for his main drivers.

Remember the only possible way to motivate, is by way of positive encouragement. Therefore, to fully understand what motivates, and drives Tony, we must ask him directly, what he '**loves**' about his life. Not what he likes, or desires, and not about his work. As at this point, it is all about Tony.

In asking what it is he loves; the ego is bypassed, as well as all other character or personality traits. This is so because the very essence of the word love conveys unseen subtle electromagnetic vibrations of light. These vibrations are pulsing, and rotating in a positive resonance, whereas fears are the opposite. That is, corresponding resonances that pulse and vibrate in the negative. So irrespective of whether the individual is aggressive, defensive, or even

violent, when the word love is genuinely projected surface reality communicates directly with an individuals' core. However, we are not talking of surface love's, such as '*I love my car*', or '*I love my partner*'. Neither are we conveying new age, spiritual, or religious unconditional love such as '*hug a tree*' type of love. What is being talked of here is the electromagnetic vibration, which is one of two core polarities in human beings.

The electromagnetic vibration of love and fear, which has a sound frequency recordable as hertz. Though slight ambiguity surrounds the actual frequency range, there is confidence that science will settle on quantifiable numbers sometime soon. However, did you spot the shift from the word '**love**' to a '**hertz**', to a '**sound frequency**'? This is so because every vibrational frequency in existence is also a sound. It cannot be heard by the human ear, nevertheless, it is still a sound.

So back to Tony...

As asked what it is he love's about life. What we are really looking for is what drives him. What is it that gets him up in the morning, and irrespective of his darkest days, what is it that keeps him going? If you do not understand this about your staff, then truly motivating them will be an impossible task. Though for Tony and like most individuals, positive self-motivation comes by way of '**personal advancement**'. This is so because at the core of the core is '**growth**'. Yes, did you grasp that? At the core, of the core. That is, behind an individuals' core of life and duality is pure growth. With a little self-reflection, this is easily understood.

As a Mentor, please take a moment to ask yourself the following;

*Beyond health, partners, children, money, happiness, security, and enjoying a great long life, what is at your core? What is the ultimate purpose to your life?*

Simplified down, most all in the existence of this world strives with a forward motion. Whether it be defined as growth, or advancement, everything is striving to move forward. Yes, there are situations and necessary circumstances of backward and reverse actions. Though, ultimately, growth, advancement, development, call it what you will, is the overall feeling of moving forward.

Furthermore, Tony is perhaps no different to your own staff, in so much that he and they view themselves as individuals, with highly subjective and very personal views in life. That is, **if your staff are not perceiving themselves as moving forward, and advancing in life. Then please, please bear in mind that there is little, or no, motivation to work.** So, to transform the energy of motivation into self-motivation, as their inspirational Mentor, your job is to identify what it is they love. If, however, you ask what they like, or desire instead of what they love. This will not reach their subtle levels and will dilute the transformational process.

While Tony can like, or even desire something, he may not necessarily love it. In other words, he may like, or even desire his job. Yet at his core, there is unlikely to be any connection to work at all. Whilst this may surprise, or even disappoint. This is a truth spoke earlier that work is not the core of a human's motivation. Their core is connected to their own personal growth, not their

work. It may be expressed through work, yet the core is always individual growth. However, as soon as this is understood, and accepted, then progression can be made. Though, to throw another spanner in the works so to speak, as they may be of interest, please give some thought to the following statistics.

It is said that 75% of all working individuals will take time off with stress, and 75% of all doctors visitations are due to depressive issues. Furthermore, recent studies during 2013 suggest that depression alone costs UK corporate companies \$19 billion USD (£12 billion GBP), and USA companies \$83 billion USD (£50 billion GBP). As this has increased two-fold decade upon decade, this alone is a strong indicator that individuals are not motivated by work alone.

Though please do not be dismayed because it is easily rectified. Once your staff's core loves are identified, and nurtured, the bi-product is a successful business. As when you flip focus from the company's direction, to the focus of an individual's direction. Then a paradoxical transformation happens.

Please remember it is people that drive businesses to succeed, and not the other way around. It is a wise person that fully comprehends without people, there is no business. Yet, also know that this is not a crusade for wishy washy unquantifiable solutions, and it is not anti-establishment. On the contrary, one only needs to look at past animal studies, then overlay these on humans to understand that employees are not too dissimilar.

That is, free-range chickens produce more, and larger eggs than caged hens. Pasture cows produce more milk and meat than penned cattle. Animals in nature reproduce, and live longer than zoo life. While there is no suggestion humans are animals, there are striking similarities that are wise to consider. Hearts beat to the same beat; blood circulate similar veins, and the source that creates, exists in, and maintains both.

As humans, we have learned from, and have a lot more to glean from our animal friends, non-more than the dynamics of motivation. It is not difficult to understand that for animals, basic motivation is the survival of life. That is food, security, procreation, etc. Yet have you ever noticed that when any animal is placed in captivity, and their basic survival needs met - demotivation sets in?

What does this have to do with love, and humans? Well, what we are talking about here is the core of the core. For animals, their core of the core is an innate program of survival, and when stripped of this driver, their natural functionality declines. With this in mind, is it any wonder that captive animals display aggressive behavior, develop distemper, and experience difficulty in producing offspring?

Likewise, human's innate core driver is for 'growth', and this can only ever be achieved through love. This is so because as stated earlier, humans have only two core drivers, love or fear. Though as you will already know, it is not often staff come to work stating they are here solely for the purpose of trying to banish their fears. Yet, this is exactly the case.

In a recent study, it was discovered that a staggering 90% of individuals were indeed operating from a premise of fear. That is, fear of not providing enough for their family, fear of someone else taking their role, fear of being fired, etc. With this in mind, is it any wonder that de-

motivation serves as a key factor in the demise, and collapse of whole companies. Yet, when turned around and operated from the polar opposite energy of love, then the exact reverse happens. Individuals flourish, and companies effortlessly expand. This is so because there is one simple universal dynamic law that to date has been available to only a few. That is the **Dynamic Law of Contraction and Expansion**. Either something is contracting, or expanding, it is as simple as that. In other words, as energy is always in a state of flux, it is always moving and there is no fixed state of being. In a human sense, this translates into an individual's life is only ever doing one of two things. That is, growing or shrinking, de-motivating or self-motivating, with their core resonating from love or fear. There is no in between. There is no stop, no end point. There is only gravitating to, or from.

So, when Tony is asked the question of what he loves about life. The question reaches directly into, and connects with his unseen electromagnetic dynamics that sub-unconsciously influence and propel him. As bizarre as this may sound, the question incorporating the word 'love' automatically, and subtly converts itself into a corresponding electromagnetic vibration of which Tony has little choice but to respond to.

In the case of your own staff, this is easily quantifiable. At the right moment, pose this very question to your own staff, carefully observing their response. Though if you really want positive proof beyond doubt, ask first what it is they 'like' about life. Then, on a separate and totally unconnected day, ask what it is they 'love' about their life. The words 'like' and 'love' send two very different and powerful signals. Yet because managers and bosses are neither acquainted, or comfortable asking what it is their staff love. More often than not, the general feedback is a series of overlays leading to a distorted take of staff motivators.

Though there may be some natural resistance and discomfort in posing the 'love' questioning, please challenge yourself to overcome this. When replaced with the secondary word of 'desire', then the effects are lessened. While desire can achieve good results, love can achieve outstanding results.

As an example:

One would not tell their wife, husband, partner, or otherwise that they simply desired them. Initially this may be the case, though long term, desire transmutes into love. As love is an emotional connection, it reaches deep into the heart of any and all individuals, and it is this depth that we are aiming to reach for. Of course we are not looking for 'love' so to speak, but we are looking for what really and truly makes them tick - Love is a major motivational driver. Ask what it is they genuinely 'love', and you will know what drives and makes them tick.

So ask your staff the following question - "***What do you love about life?***"

For example:

1 - *Tony may reply with something petty like he loves his cat.* This may be true, yet as there is no associated and attached 'feeling', this would not be considered a major core driver. The very

fact that he refers to his cat indicates his emotional connections are outside of work, but again, he is not really saying that he loves his cat.

2 - *He may say he love's life.* Yet again, as there is no associated attached 'feeling', this is not a core driver. A love of life is a broad saying, which bears no relation to a core experience. If he really does believe he loves life, and that may well be the case. His overall consciousness is maintaining some form of distance from the real core love.

3 - *Finally, he may say he loves his family and he most likely does.* But again, as there is no associated and attached 'feeling', this is not a core driver.

While it might be assumed Tony has declared feelings of love for his family, please allow the following to demonstrate how conscious reality can dupe us into distorted thinking.

Tony stated that 'he loved his family', but he did not mention, or identify what this feeling of love was. Yes, he loves his family, but the specifics about what he loves within his family are his real core drivers. For instance, Uncle Fred may invoke uplifting, inspirational feelings of support. Therefore, Tony's system has encoded a loving association. In other words, because of these uplifting electromagnetic attractors Tony is sub-unconsciously drawn towards him. Therefore, in the case of Uncle Fred, and Tony's love. The real core drivers are what inspires him. For Tony to love, there will always be a core 'feeling' creating and driving that love.

So, for all three of the above, loves are only ever bi-products of core drivers. Yet, to be a core driver, there must also be an associated '**feeling**'. Yes, irrespective of a businesspersons' surface detachment from inner feelings, at their core. Conscious or not, is an emotional 'feeling'. For example, take a highly successful business person. It has often been stated that success, and money are not core drivers. At their core were emotional charges, which attach to feelings of power, control, or both. Yet, neither power, or control are wrong. Nevertheless, they both produce 'feelings', of what success, and money trigger. They can be used as positive associations for self-motivation, yet they are not core drivers.

Please allow a brief explanation...

1 Tony's cat may symbolize a core love, or fear. Yet, only he will ever know the true reality of, and without physically sitting down, or engaging with interactive Mentoring, we make an educated guess. However, for us to really understand and know what drives Tony, we simply ask an additional question of why he loves his cat. Irrespective of his answers, if the love questioning is continually posed, eventually the core will emerge. Either he is driven by the lack of affection from others in his life, or he has insecurities towards others. Or it may be he is driven by the elegance, independence, beauty, softness, and the responsibility in supporting life. Only in continually posing the question and then "**listening**" can we arrive at the root, though the root will be one of two drivers - a pain/fear, or a desire/love. At his core will be one major event that

he physically experienced as good, or not good. That is he either liked or disliked, and his system has embedded this experience to use as a driver, it's as simple as that.

The complexity in distinguishing whether the core is a love or fear, comes from overlaying future events. Like the photos mentioned earlier, the top does not resemble the bottom. As for Tony, the love he 'feels' for his cat is only ever a trigger to maintain distance from a guised fear, or attract him to a core desire and love.

Though please allow the following statistic to permeate your mind. That is, 100% of individuals studied, were all operating from core fears. Surprisingly, not one individual was operating from core desires, or love.

Nonetheless, and moving on...

2 Stating his love for life, is also an inaccurate core driver. Love of life is a broad bi-product to deeper levels such as what he is associating, and attaching 'loves' to in his life. Again and irrespective of his answer, by posing the same question, "What does he love about life", back, and back. Eventually the core will arise.

3 Tony may well indeed have intense love for his family. Yet, this is also a bi-product of love's core. To identify, and raise this core, again, we simply pose the question back, and back, until the core is reached.

For example, it may go something like this:

1 - "*What is it about your family that you love Tony*"? What is likely to rise is deeper motivators such as he loves this about John, or that about Jane, and this about his wife and that about Uncle Fred, etc. That is, instead of him relating to love in a broad sense, it begins to individualize out. What is gleaned from this is what he is connecting, and associating to and ultimately it is these other associations that are triggering, and driving him. These are triggering the two core drivers of either love or fear. That is, either Tony's real life experiences with Uncle Tony have been positive and uplifting, thereby creating a lifelong feeling of love. Or, they have the opposite effect, creating dislike and distance known as fear. However once identified, Tony's core drivers of love can be used to self-motivate, and propel his working life.

While this might appear to be complex and exhaustive, the process is really quite simple straightforward and simple. Either Tony is operating from a core love, or fear. Once identified, these loves can be harnessed, recycled, and used to create endless amounts of self-motivation. That is, free positive and productive energy.

Please note that this is exactly the same process which has created de-motivation. The only difference being that the energy of motivation was used in reverse. That is, original experiences were founded upon fears. Much of which have been quite natural, nevertheless it is still the energy of fear.

Please continue to make notes from these two questions:



## **1 - What do you love about life?**

## **2 - What do you love about your work?**

Though when asking love questions relating to work, please bear in mind that for male and female the answers will differ. This is so because although mankind has evolved, humans DNA remains the same as it was 3000 years ago.

Males are genetically programmed to hunt and provide.

Females are genetically programmed to nurture and grow.

To conclude this section, please note that while the focus has been on two questions, this is simply to draw focus on what it is your staff genuinely desire. As what they desire, though more accurately, what they love at the core, is what's driving them.

Once you identify these 'loves', the key to creating, installing and growing self-motivation is to build on what already drives them.

For example; Tony stated that he loved his family, which when worked back was a '**good**', '**associated core experience**' that left him with a '**feeling**' of '**inspiration**'. From that good moment created in childhood - good or bad, his sub-unconscious will begin to drive and seek out similar future events. Of course initially Tony would only ever connect this '**good feeling**' to Uncle Fred, though like the overlays in the photo, and with the passage of time, anything and everything that reminds him of the event will inspire him.

To install self-motivation from an existing driver, you simply identify that driver, then build in similar associated links to future events. For example; What was it that Uncle Fred did that inspired Tony? Well, this is only something that Tony knows of, and working back from the leave to the trunk so to speak will identify it. Though, let's assume Tony was around 7 years old and he attended an event whereby Uncle Tony was awarded a prize for being number one executive. At that event, Tony connected deeply to the happiness and joy that Uncle Tony was emitting. As he already had a liking for Uncle Fred, in a sense, he was already electromagnetically attuned to him.

Therefore, perceiving the event as '**a like, good, and a desire**', is a perfectly rational scenario.

Once this event is perceived as good, it locks-down and all future associations that bear any relation to the event will drive and positively motivate Tony. That is executives, men that look like Uncle Fred, awards, competition, being number one, etc. Albeit operating from the sub-unconscious, it is most likely these will all become future motivators

Please make a note; the same applies to your own staff.

## **Step 3 - Applying The Will**

Once self-motivators and positive associated experiences have been identified, harnessed, and developed. The final process of fueling, propelling, and guiding self-motivation has begun.

In this concluding section, personal and professional plans naturally develop. Realistic targets, goals, and applying determination take place. Though, in order to minimize disappointments, maximize results, and guarantee the outcome. Baby steps are the suggested route. However, please do not misunderstand this phrase. As 'unnoticeable movements' are the true definition. Though for simplicity, and an ease of understanding, please allow the use of 'baby steps'.

There is a law – Newton's Third Law of Motion. That is, "every action produces an equal, and opposite reaction". In other words, a bullet fired from the front of a gun, exerts the same, and equal force from the back of a gun. This is why a marksman's shoulder, arm, or hand recoil when the trigger is pulled.

When the above principles are applied to human dynamics, Newton's laws appear to operate in exactly the same way. That is, when a large step forward is taken. In that very same moment, also created, is an equal potential for a large step backwards.

How is this so?

Because reality is duality, and although there is little time to explain, often the dynamics of duality are overlooked. Nevertheless, physical energy, or non-physical energy. Energy is energy. These are the very dynamics Newton referred to in his discoveries. All action is energy in motion, and for every motion carries its potential opposite. These opposites can be seen with success and failure. The fine line between insanity and profanity, or anxiety and excitement, etc. With this in mind. When moving forward with incremental, or unnoticeable movements, (baby steps), know that the potential for disappointment and failure diminishes with it.

Furthermore, and when advancing in real life. The power of the sub-unconscious can be utilized to an advantage.

How is this so?

Studies have shown that when an individual consciously progresses with baby steps. **The "sub-unconscious" often overlooks the difference, and just adjusts accordingly.**

Here is a quick example:

As an analogy only, one of Tony's dreams, was to possess a physically toned body, something he'd tried and failed at many times over. A simple routine was compiled, and he was packed off to the gym. He began with a simple arm exercise of 10lbs (as a fully grown healthy male), the weight is light and hardly noticeable. In fact, his brain barely registers the fact that, he is engaging in resistive training. However, let's assume the rules change, and he is now set an end goal of 30lb, (with weekly increases of 5lb). If not instantaneous, it wouldn't be too long before Tony felt the psychological stress, and the weight of the end goal. Sooner or later, and in particular, with noticeable increases, some form of de-motivation would set in. Though, not only that. In setting a high end goal. Tony's subtle levels of reality would have reached a decision regarding the outcome, before he even began.

This is so, because the overall self. That is, 'overall consciousness', which is his 80% sub-unconscious self knows what to expect and whether or not this goal 'should' be reach. The word should is used, as when Tony reaches a level of perceived pain, discomfort, or dislike. His unconscious self-will kick in, initiating an automated process of diversions and positive overlays. This is based on what his unconscious thinks it should do. Though contrary to belief, what it thinks is not based on right or wrong. Decisions are formed purely from past associated, linked, good, or bad, liked, or disliked experiences. This explains why Tony came up against his own past resistance and unsuccessful goals. That is, his 80% sub-unconscious made the decision for him.

Of course, Tony could apply traditional techniques, of self-determination, mind over matter, positive thinking, and then hope for the best. Yet, previously statistics show that in applying these techniques, actually yields the lowest result. That is, 95% of all personal and professional targeted goals are never attained. And while one might state this is the very nature of life and reality. The next paragraph will seek to demonstrate otherwise.

Now let's go back and change the rules for one final time. Now let's give Tony the same 10lb weight, only this time, there is no end goal and as there are no hard, and fast weekly increases. For initial guidance, the first exercise will come with set 'baby steps'. Though, the real requirement is that he strives onwards. Progresses, moves forward, and advances in the direction of his desired outcome. Initially we will make suggestions, though later, and in using the following techniques, things will become natural and he will apply these naturally and unsupervised.

So Tony is given the freedom, and full responsibility to achieve his desired goal. All forms of pressure and external resistance are eliminated. Yet, because his goals are subjective, and the goal here is to lead him towards achieving that subjectivity, failure diminishes.

Now imagine he increases his arm exercise by a mere half a pound per week. Whilst this may appear slow with little, to no progression. It is wise to remember Newton's law? *"Every action produces an equal, and opposite reaction"*.

Therefore when tiny, almost unnoticeable incremental steps are made, i.e. baby steps. Then the sub-unconscious does not resist. This is so because the smaller the step forward; the equal, and lesser backward potential also exists. As they coexist together, moving one small step forward means that if it all goes wrong. Then there is only one small step backwards. In addition, when the conscious mind is in full control and without the existence of resistance, then the forward action takes precedent. Again, this is so because there is no resistance. Though, even if there were some resistance, progressing with baby steps ensures that resistance is weakened, and powerless. As a half-pound weight could be deemed little difference moving forward, the same is for half a pound moving backwards, and the apples won't fall far from the tree so to speak.

Therefore, when moving forward with incremental baby steps. Tony is unlikely to shy away from small half pound increases. In fact, he himself may even laugh at the idea of such baby steps. Yet, this is the answer to successfully growing.

This is not duping or trying to fool Tony's sub-unconscious. What we are applying is '**conscious progression**'. When Tony increases week by week. After 10 weeks he will have raised the poundage, progressing from 10lb to 15lb. For Tony, he will feel the extra, but this is still highly manageable. Though, from a sub-unconscious and subtle level viewpoint, the signal is an extremely powerful one. Each small successful, and successive increase, adds weight to his own bigger picture. That is, his overall consciousness is registering and building up natural will power. Accompanying will power is determination, and because the conscious mind is creating it, the process becomes naturally effortless.

Each week Tony knows full well, that he can handle the half pound weight increases. Therefore, his reality shifts from a can do, to a will do approach. Over time, the accumulation of will power grows. Nevertheless, not only that, it is now infused with positive determination. This is an essential ingredient towards developing, and maintaining self-motivation. Though make no mistake, if your staff do not develop this natural will power, then no amount of applied determination matters.

Even if after 10 weeks, Tony was to slip, and fall from the wagon so to speak. His reservoir of will power is enough to keep him moving forward. This is so because the incremental baby steps, is likened to placing cents inside a piggy bank. Over time, cents form dollars, and the same can be said for human energy. Adding small but equal amounts of positive energy, contributes to the overall formation of the larger energy called 'self-motivation'.

So now is a good time to set your own staff some small targets and goals, outlining the incremental baby step process. It is most likely that in doing so, and applying this, that your staff will display the opposite reaction from previously set targets and goals. Staff are likely to smile, laugh out-loud, even demonstrate bemusement. This is OK, and at present time, it is exactly where they are required to be. Remember it is you the Mentor that is going to witness a birthing of their will power, and the growth of their determination. Once this is applied and results achieved, the baton can be passed to your staff. In other words, once they become conscious of their own will power and self-determination. You then pass over these fostered characteristics to their rightful owners, that is, your staff.

Though, before beginning please remember Newton's Third Law of Motion. That is, "*every action produces an equal reaction*". Therefore, if your staff's future targets and goals are larger than baby steps. Then be mindful that the exact opposite also exists. That is, imagine a staff member is given an excessive target, or goal. The goal is excessive because it is thought that the staff member can do it, or perhaps it is just a requirement handed down from above. Yet, please bear in mind that whatever the distance between the target, and goal. **The equal and opposite also exists. That is, excessive backward failure is creating at the same time as an excessive forward goal.** The only known way to dissolve this failure is to remove the force of energy in the first place.

This is better understood when we experience a member of staff who is struggling to meet targets and goals. Eventually, their will power and determination dissolve, and if you like, their spirit becomes broken. This is the outcome of an excessive target, or goal. Like the energy in the

bullet from a gun. It also recoils backwards into the hand, arm, or shoulder of its owner. Now in modern-day life, it is understood that energy in people, and business operate exactly the same.

After reading the above, some might say that it is impossible to apply these baby steps, as all targets and goals have been set from above and beyond. However, it is worth remembering that conscious, or not, it is almost impossible for staff to positively respond to impersonalized targets and goals. Furthermore, no matter what the target or goal, if it does not meet with the sub-unconscious approval of advancing the actual individual. Then it is unlikely the goal will ever be reached. Finally, please bear consideration for successful businesses, corporations, and organizations. They did not just become overnight. Baby steps are a key, but often in haste they are pushed aside.

Please give this some thought.

#### **Step 4 - Applying Productive Determination**

Birthing, growing and applying willpower is not the same as determination, yet as they go hand-in-hand, please allow a little overlap.

In the last section we discovered how willpower can be birthed and grown. That is in planning and setting incremental baby steps forward. In doing so, allows the conscious mind some control, over the sub-unconscious self. Once this technique has been applied several times over, mastery will begin to shine through.

Though, what happens when the incremental baby steps become repetitive, even monotonous?

This is where we call upon determination.

However, we are not talking of egotistical, detrimental, or destructive determination. The determination being spoke of is, 'conscious progressive determination' that is applied to self, professional targets, and goals. In other words, once a target, or goal is deemed personally productive. Then determined steps are required to bring it out.

Though it has been generalized that determination is mainly required during times of adversity, the following will demonstrate to show that whether applied positively, or negatively. At the core, determination like motivation, is a neutral energy.

So, back to Tony and his exercises...

Let's assume he is now training week in, week out, applying willpower, and that to point and date. He is effortlessly achieving. Like that of any professional or personal related target, and goal. The reality is that after a short while, boredom, tiredness, and lack of vision can naturally set in. Left unattended these energies often gravitate towards de-motivation. Yet how can this be when Tony is progressing effortlessly and easily achieving using the baby step process? It is because like stated earlier, all energy is in a constant state of flux. In other words, all energy, and that includes every atom of human energy is in constant motion. This is so because inside the atomic structure of all that exists are spinning vortexes of electromagnetic charges. These charges are pulsing this way, or that way, but they never stand still. This is a key element of understanding, and the route to positive, and permanent lasting change.

This can be seen in action throughout the careers of top athletes, movie stars, and high flying executives. Initially, they start off full of self-motivation, then, as time goes by, a waxing and waning of de-motivation sets in. Yet, once aware of this human dynamic, it can be harnessed, and used to its highest potential. Though to “stay on top”, so to speak, a highly effective method is for Tony to “develop awareness” of these dynamics. Awareness meaning, human consciousness is the key.

Please give the following some careful analysis.

**“Nothing in life can be influenced, and change without first becoming conscious, of the consciousness that is governing it. Whether one is conscious, subconscious, or unconscious of their consciousness MATTERS NOT - Consciousness goes on to automatically create through the conscious, the subconscious, and unconscious aspects of self - These are just the everyday DYNAMICS OF BEING HUMAN”.**

However, If Tony continued in allowing his sub-unconscious self to govern his energy, then there is at best a 50/50 chance, and at worst, a mere 5% potential of success. This is so because as outlined earlier, even when free of de-motivation. His energy will gravitate left, or right. Up or down, positive or negative, etc. Remember energy is not static. Therefore, energy has no choice but to direct itself somewhere. However, even then, it is destination-less, simply because all energy is either gravitating towards, or away, either contracting, or expanding. There is no in between. No end, or stop point. So, if like Tony, your staff are unconscious of these natural human dynamics. Then their energy is operating like that of a wild garden.

The key to governing and directing this energy is determination. Though, we are not talking of brute force, aggressive, or grit your teeth and do it determination. The determination spoke of here is ‘rationally applied logical determination’ that understands the desired targets and goals are indeed achievable.

Yet, one of life’s biggest misconceptions is the general world view towards the human energy of resistance. In a general sense, most forms of resistance are considered to be negative, with a great deal of time, effort, and money spent attempting to annihilate it. In fact, many positive Mentoring gurus go to great lengths in order to smash, remove, or overcome resistance. Yet, as we will uncover, resistance is as natural and as useful as the air that we breathe.

It is well understood but often overlooked that life is a reality of duality, and in order for something to exist. The exact polar opposite must also coexist. That is, night & day, top & bottom, left & right, up & down. Positive & negative, giving & taking, happy & sad, resistance & acceptance etc. The list is endless.

Yet, here is a known paradox. As much as one accepts these polar opposites, when it comes to the energy of resistance, there is a rejection. Yes, more often than not, when resistance enters into life and reality, steps are taken to eradicate it. Though, not only is resistance a natural aspect of reality, once raised to the conscious mind, it can be accepted and utilized for what it is.

As an example only, after giving out a target or goal, can you remember a time when a staff member returned with, “*I can’t do it*”, or “*It’s too difficult*”? Can you recall a time where maybe you yourself set out on a task, and came up against everyday resistance?

There is a universal phenomenon that attributes resistance to be a natural law, rule, principle, and dynamic of the universe. It is stated as a phenomenon simply because science has not yet fully understood these dynamics. Just like trying to pair two batteries of the same pole, natural resistance prevents their union. This does not make resistance wrong, or that another way should be adopted. Natural resistance is just that, ‘**natural**’. Furthermore, once the dynamic or resistance is acknowledged, it can then be used to work for and not against.

The suggestion is to acknowledge rather than accept. For when it is consciously acknowledged that whether positive or negative, resistance is a natural aspect of life.

The way through resistance is to acknowledge it. We are not seeking to ignore, deny, go around, overcome etc. No, this only serves to strengthen it. In consciously acknowledging resistance, actually dissolves its power. Though not completely. Yet, once consciously acknowledged, resistance no longer operates at full strength from the sub-unconscious self. In acknowledging allows one to plan a walk through. In other words, and as an analogy only, if the clear plate glass door is consciously seen, then the door can be opened and access gained. Unseen, and one is likely to meet with an unpleasant experience.

The point being emphasized that what the conscious self is not aware of, does not receive any acknowledgement of. Though now, your mind may already be posing the following questions:

1 - If acknowledging resistance doesn't dissolve it, then what's the point?

Usually all resistance is ignored, pushed back, worked around, or overcome. Yet, more often than not, in doing the above, “*resistance*” actually becomes more prevalent. While consciously acknowledging, creates an allowance. This in turn dissolves the sting. However, resistance can be likened to a simple magnet. Its natural elements are atomic in structure, and therefore repel similar poles. Here lies another *key*, as when resistance is disarmed from operating at the level of negativity. It automatically swings to the polar opposite side of positivity and starts working for you. However, it is not possible to discuss resistance here in detail, please refer to the downloadable supplement (Getting What YOU Want NOW, Transforming Inner Resistance).

2 - It was mentioned to go through it, yet the analogy was that of opening a door. This doesn't make sense. Why?

Resistance in its natural state is like all other human energy, and is neither positive or negative. Like a baker takes dough through several steps until it becomes bread, resistance is not too dissimilar. The first step is to consciously acknowledge, this dissolves the sting so to speak. The second step is to identify and unlock resistance, yet for the purpose of this module, we shall stick to the basic principles. However, as stated above, the supplement (Getting What YOU Want NOW, Transforming Inner Resistance) deals with the details and the transformative process of resistance.

So back to acknowledging, allowing resistance, and how to achieve this.

Like in daily life, once any change or increase is proposed and then implemented, natural resistance kicks in. Though the full dynamics are detailed in the supplement (Getting What YOU Want NOW, Transforming Inner Resistance). Please acknowledge that all forms of resistance, that is physical, emotional, or mental, operate from the same dynamics.

Now Imagine Tony and his weight training regime. Whether week one, two, or three. Sooner, or later, he will come up against resistance. Regardless of all planning and enthusiasm, there will come a day. A time. Where mentally, emotionally, or physically he just doesn't feel like training. If he is not aware of the natural dynamics of resistance, then this is a pre-cursor for demotivation. Nevertheless, on this occasion, we will assume Tony does not gravitate towards, but instead acknowledges and allows resistance to “just be there”.

Human resistance is natural, it is unlikely to stop, it will not go away, and like a Typhoon, once manifested, there is little one can do to control it. However, like a storm, if we know of its arrival and potential, then steps can be taken to minimize the effects.

For a brief moment, let's look at resistance. It is shrouded in every aspect of every moment in life, whether physical, emotional, or mental. Resistance permeates to the very core of every human being. The very action of opening one's eyes, rising from the bed, walking, talking, breathing, driving, eating, working, swimming, etc. It all requires an element of resistance.

When Tony picks up his gym weights, he may not be aware, yet his muscles are naturally resisting. A well-toned or muscled man is nothing more than a culmination of resistance. In other words, his stretched muscles produce the aesthetics that are pleasing to many. Nevertheless, when the energy dynamics are large muscles, they are all but a bundle of resistance. Additionally there is emotional and mental resistance.

For example; Tony may come to a say whereby he just doesn't feel like gym training. His emotions and mind tell him, “*not today*”. He knows not why, only that today he doesn't feel like it. Albeit sub-unconscious, these are all forms of natural resistance. This is the same resistance that applies to all personal and professional targets, goals, and any decisions being made, etc.

For example -- Have you ever noticed that initial knee jerk reactions towards set targets and goals is generally those of “*can't do*”, or “*not possible*”?

Have you ever noticed that once a task is set, large, or small, achievable, or not. The mind naturally resists telling you what you cannot do? Though, natural resistance is not confined to the mind alone. Resistance is human's natural reaction to almost every conceivable, action. Physical, emotional, mental or otherwise. Natural resistance exists in direct parallel to every thought, action, and reaction taken.

Here are a few examples;

### **First & Second thought**

1<sup>st</sup> Today i will keep fit

2<sup>nd</sup> I'll leave it today and work harder tomorrow



1<sup>st</sup> I'll wash the car

2<sup>nd</sup> Does it really need it

1<sup>st</sup> I can reach my targets

2<sup>nd</sup> Can i reach my targets

1<sup>st</sup> I can do

2<sup>nd</sup> Can i really achieve it

1<sup>st</sup> I wont drink tonight

2<sup>nd</sup> I'll stop tomorrow

1<sup>st</sup> I shouldn't eat this

2<sup>nd</sup> One more won't harm

So here is a key - Just allow that second thought of natural resistance to be there, and over time, replace the allowing with a plan for it to be there. Yes, forward plan for all resistive thoughts, emotions, or physical resistance, as this will serve two purposes.

1 - It builds up a natural awareness of resistance.

2 - Planning allows, and allowing dissolves resistance.

The next step is to **'feel'** it. For in **'feeling'** the resistance acquaints and allows us to become familiar with this perceived negative energy. Over time, perception will adjust to accommodate and any negative power in the resistance will dissipate. This is so because resistance gained its initial power from a sub-unconscious unwanted dislike. Once raised to the conscious mind, awareness permeates and resistance can be seen for what it is, i.e. natural resistance.

To successfully transform de-motivation into self-motivation, a brief understanding of resistance is required. Though, we have wandered from the path so to speak, it has been absolutely necessary to do so. As the Mentor, please bear this in mind because when installing self-motivation, natural resistance will arise.

Again, please allow it to be reiterated, that once raised to the conscious mind, being aware of and planning for negative resistance disempowers, dissolves and dissipates the majority of it's power, yet we still must deal with and pass through what's left.

As already mentioned, at some point Tony will come up against is own resistance, thinking or feeling that "today, he just doesn't want a gym workout". This may be so, yet the thought or feeling is unlikely to be real. It is not a truth because initially Tony began in earnest, then without any awareness of, his thoughts and feelings reversed. This is natural resistance that once planned and accommodated for, will not feel half as strong. Yet this is not the final stage because in order to install self-motivation, the requirement to conquer and master his own resistance is paramount.

So how does he set about achieving this?

Whether at the gym, work, or elsewhere. Resistance can be mastered with acknowledging, in allowing, and by forward planning.

It has already been said that in raising resistance to the conscious mind, allowing, and planning for it to just 'be there', much of its power dissipates. Nevertheless, this is not a magic potion, and to conquer the remaining amount, it is necessary to "move through the remainder". Though what is meant is to allow, accommodate, and make an allowance for its existence. In doing so, like Tony, and when adopted by your staff, the associated attachment of de-motivation has nothing to secure itself upon.

In other words, imagine Tony approaches his gym routine with the following mindset;

Recall that Tony "just didn't want to go to the gym", yet also did not really know why. Now imagine he is re-educated with the knowledge and dynamics of resistance. Now he still feels the resistance, and still comes up against the "I just don't feel like going to the gym today", yet on this occasion. He acknowledges, and allows that feeling to be there, then continues to the gym anyway.

As Tony is already "applying incremental baby steps" any resistance he experiences is minimal. Therefore to pass through this initial resistance is not such a problem. Furthermore, and the following can only be experienced in life, not from words. Yet, once resistance is successfully passed through. After a few successful pass throughs, resistance transfers itself to motivation. Though, it is still the energy of resistance, so to speak. Nevertheless, it transfers itself from the losing, to the winning side. This is so because as stated earlier, resistance is neither positive, nor negative. It is a simple human dynamic that fuels itself with appropriate energy. As resistance is no longer being fueled from the "giving in, or avoiding, etc", neatly and inconspicuously, resistance transfers itself to self-motivation.

Though in truth the same energy of resistance is in operation, only now it is working for and not against Tony. Resistance now works for self-motivation. It is the same energy, now operating in its polar form.

That is, after a few successful pass throughs of "*I can't do this*", or "*I don't feel like it*". The energy gravitates to where it can best obtain a supply. As Tony has achieved a few successful pass throughs, his "*can't do*" attitude gradually transmutes, gravitating to a "**can do**", with resistance going with it.

Resistance follows itself. That is, when Tony consciously tells himself that no matter what he thinks or feels, he will go to the gym regardless. He is transferring his own resistance to the side whereby it can operate for his good, and it now operates for self-motivation. In other words, it is likely Tony will begin to state that, "*I can do it*" and "*I will go to the gym*". This is a simple, yet very powerful human dynamic.

However, there is a critical point, whereby the energy of resistance gives up working for “*I can’t do*” transferring to “*I can do*”, though for the purpose of this module, we are not going to explore this any further. Only to outline that the energy of resistance like motivation does not discriminate where it operates from, and it can equally be used to fuel and propel self-motivation. Nevertheless, if you would like to explore the dynamics of resistance in further detail. Please refer to the online module (Getting What YOU Want NOW, Transforming Inner Resistance).

Now that Tony has consciously or sub-unconsciously transmuted, transferred, and gravitated resistance from operating with de-motivation to self-motivation. Conscious effort is required to strengthen it. In maintaining incremental baby steps forward will further fuel, propel, and maintain self-motivation.

## **Section 7 - Maintaining Self-Motivation**

How do you keep your staff motivated, and what prevents them from slipping backwards?

Once aware, and with the application of a few basic human dynamics, maintaining self-motivation is not so difficult. However, if the conscious awareness of these dynamics are read like a book, placed on the shelf and then forgotten. Then with surety, de-motivation will return.

This is so because the very dynamics of human beings are precisely that - dynamic.

Human beings like all energy are dynamic in nature. That is, at all times humans potentiality is either positive or negative, good or bad, this way or that way, left or right, up or down - duality. Because of duality, energy is not static. Avoiding complicated science, only to say that like a buoy bobbing around the sea. Humans too, float this way or that way, (possessing motionless potential). In other words, like a buoy in the ocean, the physical body flows around reality guided and deterred by the undercurrents. It cannot become truly stationary, therefore cannot, and does not stand still.

With that in mind, until trained, and guided to automatically operate from the sub-unconscious. Self-motivation requires a small percentage of conscious attention. As the Mentor, the final step in this transformative process is to train and equip your staff with the following simple, yet highly effective human dynamic.

### **The Human Energy Dynamic = Productive or Destructive**

Two simple words, yet extremely potent and very powerful in everyday life.

While engaged in daily work, and for every task, goal, action, or reaction. Encourage your staff to ask themselves the following question.

#### **Is this Productive or Destructive?**

Meaning, that the following is put to the conscious self; “***Is what i am doing, saying, reacting to, actioning, projecting, emanating, etc. Does this have a productive, or destructive effect upon my work, my career, and ultimately my life***”.

Guide this to be the first thought, engaging, and continually posing this self reflective question throughout their entire day.

In applying the above, self-questioning bypasses the conscious, engaging with the subtle self. While this might appear counter productive, It's effects are exactly the opposite. that is what appears a negative action, derives a positive reaction. When the individual engages with self, the gap between personal, and professional bridge. That is, business and pleasure bond, and overtime the two meld into one. This is so because the very questioning, "**Is this productive or destructive**" prompts self awareness to question itself.

In other words, no matter what post, or level the individual is at, when the question is posed, "*Is this productive or destructive*", first, it will be viewed from the perspective of self gain, and secondly, It will be viewed from self-gain through the company. That is first. Is this good for me? And secondly, is this good for my career.

Furthermore, as this is "**conscious questioning**", more often than not, the staff member in question will avoid destructive outcomes. All this may sound a little deep, but it really is very simple. For when this question is raised to the conscious mind, imprinted, and then used on a daily basis. Then powerful electromagnetic changes occur. Again, we will avoid in depth explanations, only to outline that this is how humans work.

If staff do not have moment to moment direction, productive output will decline. Not suggested in a conceited sense, though without applying the contents of this module. It is not enough for staff to be handed direction, and then self-administration be relied upon. Studies have shown that self-reliance contributes to the birth of de-motivation. This is so, because prior to a level of self-mastering, 80% of reality is performed from the sub-unconscious. Yet, where there is an everyday awareness of "productive, or destructive", then more often than not, the conscious choice is always one of choosing "productivity". This is so because as highlighted earlier, humans innate motivational drivers are of progressive steps forward. Though, this extends further. As when the conscious direction is a personal choice, and not an instructional force, then there is no resistance. With the absence of resistance, there is no sub-unconscious conflict, and the individual is free to strive forward.

Once you have installed and guided your staff to a level of self-motivation, applying the above dynamics to every action and reaction, target and goal, maintains their self-motivation. Albeit there is a requirement to become "**conscious**" of this questioning, applied in a habitual manner, with time, it will neatly drop off, performing on auto-pilot from the sub-unconscious.

Think of it this way...

Imagine that Tony is now free from de-motivation, and experiencing self-motivation. If he were to find himself slipping, perhaps gravitating towards increased office time. He would then pose the self-questioning. However, as he would already have undergone this module, the slip would be fractional. Therefore, prior to the slip he would already be applying the questioning; "**Is this**

*productive or destructive*”? Alternatively, “*Is what i am doing, or going to do, productive or destructive*”? Either way, the fall from grace is caught, and self-motivation is maintained.

Though, what made him slip in the first place? And what preempted his fall from grace, so to speak?

Well, remember the flux spoke about earlier? This is not a disclaimer, though if self-motivation is to enjoy self-maintenance; it simply has to be accommodated for. Each and every human being requires varying motivators at differing times of life, and when reflected upon. Often what works today, will at some point in the future, naturally outdate itself. In other words, please be mindful that motivators are highly personal, and somewhat temporary.

Another way of maintaining self-motivation is from adopting and implementing regular appraisals. Not clinical, mechanical, or buddy to buddy chats. The appraisal being talked of is a highly personal, totally subjective, 100% private and confidential appraisal, that the staff member themselves not only contributes to, but also compiles.

Again, studies have shown that when an individual is allowed a large degree of autonomy, given full responsibility, with accountability for their own future development and direction. Then a very different outcome potentiality is created. Though covered in other modules, personal appraisals are crucial in creating professional success, and maintaining self-motivation.

## **Section 8 - The Waxing & Waning of Motivation**

Before we conclude this module, there is an aspect of de-motivation that once recognized, it is extremely helpful.

The reason it was saved until now, is such that once the main cores of de-motivation have been undone, and self-motivation installed, there will come a day, and a time whereby de-motivation will re-enter reality.

Why, why is the so?

Think of a circle, it goes around and around. There is no start, stop, end, or beginning.

Now think of life. That is home, work, personal, and professional. Often it is said that life, and all that we do circulates. However, look a little closer, and while definite loops can be seen to exist.

Upon a closer inspection, the loops could be described as “**figures of 8**”.

In China these figures of 8 loops are commonly known as “**loops of infinity**”, better known as the number 8. Furthermore, anything with a figure of 8 is said to carry great luck and vast fortunes, yet in a country where 85% of poverty still exists, it could hardly be a symbol of luck right?

OK, here is the last paradox. Rightly, the symbol means nothing to those that have no awareness of it. Yet, in Asia, millions of dollars are spent buying up these figure of 8 loops of infinity. Why is this so? Do you think its superstition? Or perhaps it's a lucky charm? Well, after more than

ten years of studying this symbol, there indeed appears more to it than meets the eye. In fact, there is much more to it than could be perceived with the five senses alone.

However, an in-depth description for *“the figure of 8 loop of infinity”* must be held off for a future module. Nevertheless, let us now outline one of the practical advantages this loop can give us.

For a moment, imagine the number 8, or figure of 8 loop in your mind. See the flow starting at the top, moving clockwise from the top right side to the middle (where the 8 joins with all other points), it then passes down the left side to the bottom. Then from the bottom it goes round the right side back to the middle, (where the 8 joins with all other points) then from the middle, up the left side to the top. In other words, it loops around with infinity, passing three points of balance, that is the crest at the top, the middle, and the base at the bottom. There is one of these three points a BIRTHING POINT, also known as a point of NEUTRALITY. That is the middle point.

The loop can be described as a life loop, and we can place any human energy inside that loop. For this exercise, imagine placing the energy of motivation at the middle point. In its birthing, resting place of neutrality, this is motivations home. As it leaves the middle, whether it goes up or down, left or right matters not. What is being outlined is that once the energy leaves it's birthing place, it's resting home, then just like your own life, it begins a journey.

Think of it as a natural process and that de-motivation is one side of the loop, the crest is balance, and the other side is self-motivation. As the energy moves around the loop, it naturally waxes and wanes, passing through each form, that is de-motivation, a point of balance, self-motivation, resting, and so forth. During the journey, there are several points of transformation that the energy will go through. These points have no beginning, no end, are not controllable, and are part of the infinite loop. That is, it never starts or stops, it is seamless and natural.

For Chinese, there is no question that this process is natural and that during each waking day, de-motivation will be as much a part of working life as self-motivation. They fully embrace periods of waxing and waning, resting and balance, and they accept the flux of the universe.

With this in mind, the challenge is to know, prepare for and accept that throughout the day, the infinite loop never stops. That is, irrespective of mood, opinions and judgments, personal or professional situations, the cycle will go on. Throughout the day there will naturally be several points of ups and downs, highs and lows, de-motivation and self-motivation. This is just everyday life, and the infinite energy loop in operation.

Yet the most practical aspect of all, is to fully understand the loop. To know it intimately, and to get it working, so it works for you. How do we achieve this? Well, you start by studying your own loop, then your staff's loops. Throughout the day there will be ups and downs, highs and lows. Make notes and get to know the cycles. It takes time, though once aware of the waxing and waning, then like a storm cloud. You take cover when darkness is coming. However, when the sun shines, you make the most of that too. As the saying goes **“make hay while the sun**

**shines**". This is what Asians do, not the 85% steeped in poverty, but for the 5% at the top, they are extremely conversant with this system.

So just to recap...

While an individual can become largely self-motivated, they will still endure periods of de-motivation. Yet, understanding the infinite loop of 8, allows them to know that on a high, at the point of balance, it will max out. Though on a low, that will not last either. Finally, there is the resting place. This is accessed when one is neither attached or detached - it just is.

## **Conclusion**

There is an understanding that with one quick read, this module may, or may not produce the expected transformational process. In such a situation, please put it down, leave it a month or two, even a year. Then pick it back up, and read again.

Please do not dismiss a re-read, as this is the place where you consciously notice magic is happening.

However, assurance is given that what has been covered within, is indeed enough to invoke positive and lasting change. Once applied diligently and persistently, results will follow.

Nevertheless, please do bear in mind that the process of transformation is a journey. Once embarked upon, the transformational process automatically and simultaneously engages with several other human dynamics.

For example:

Resistance.

Fear/Pain.

Desire/Love.

Determination.

Will-Power.

Conscious, sub-unconscious.

The above are all human dynamics' that once interaction gets underway, they begin playing out their respective roles. That is, resistance, fear, pain, and de-motivation negatively exaggerate. Nevertheless, there are polar opposites of positives such as desire, determination, will-power, and self-motivation.

While this module covers just a little over 30,000 words, and can be read in a few hours. Please exercise patience, and allow time for your staff to show change.

May we take this opportunity to thank you for taking the time, effort and patience required to apply this module.

## The End of This Module

Thank you

[Beyond Timelines](#)

### Other E-Book / Modules from Beyond Timelines

[I Just Want To Be Happy \(Transforming De-motivation](#)

[I can't Do It, Yes You Can \(Transforming Fear\)](#)

[When Things Keep Going Wrong \(Transform Adversity\)](#)

[Getting What You Want Now \(Transforming Inner Resistance\)](#)

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<sup>1</sup> <http://foh.hhs.gov/whatwedo/eap/S-S30E-FOH%20Stress%20Management%20Source.pdf>

<sup>2</sup> Positive Adversity is a term applied to a person, or persons “bigger picture”. In other words. What may not be instantly evident, or obvious from a situation, event, or otherwise. Will with time unfold itself. Often and upon reflection, what was initially perceived as an adverse or negative scenario, is an essential understanding for overall advancement. Positive Adversity is another essential dynamic development tool that is covered under it’s own module which can be found at [BeyondTimelines](#)

<sup>3</sup> The “conscious self” refers to the part of self that is conscious of their own consciousness. That is, “I am aware that there is an awareness around, or inside me”. Around or inside, it is the same thing.

<sup>4</sup> “Consciousness” refers to an aspect of yourself that is beyond the mind and intuition. Consciousness is one’s awareness extended further.

<sup>5</sup> When referring to the “subconscious and unconscious”, due to the fine lines of ambiguity surrounding these two as separate, for the ease of understanding we have grouped these into one. That is, “sub-unconscious” and “sub-unconsciously”. In reality, they really mean the same thing.

<sup>6</sup> “Electromagnetic and electromagnetics” refer to the scientific study of electrical currents and magnetic fields. These fields are found to permeate throughout life. That is the earth, and humans. It is currently being discovered that electromagnetics are behind and control the biology in human life.



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<sup>7</sup> “Energy” is referred to throughout this module is not the energy in from a utility company. What we are referring to is “human energy”, otherwise called prana, chi, qi, vital life, the source of all that is, etc.

<sup>8</sup> “Overall Consciousness” refers to an individual’s conscious, sub-conscious, un-conscious, as well as all other aspects of the conscious and non conscious self. This includes the consciousness of all that there is, etc

<sup>9</sup> \*\*\*\*\* is a real company that for legal reasons must remain nameless

<sup>10</sup> The "Awareness" referred to in this module, is awareness of one's self. In other words, an individual may be more or less aware of their environment than that of another. However, as there is a great deal of ambiguity differentiating between awareness and consciousness. What is meant here is the awareness of something or other, and not consciousness that creates.

<sup>11</sup> [http://en.wikipedia.org/wiki/Double-slit\\_experiment](http://en.wikipedia.org/wiki/Double-slit_experiment)

<sup>12</sup> Associated core experiences and associated experiences are real life events and experiences that have gone on to form a perception, which for simplicity have been grouped together as one. i.e. Associated core experience & associated experience meaning the same thing.

<sup>13</sup> “Consciously relived” means to live out mentally and emotionally BUT NOT IN REAL PHYSICAL LIFE. It means to touch the energy and feel the emotions, yet one is not required to live out and experience in real life.

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