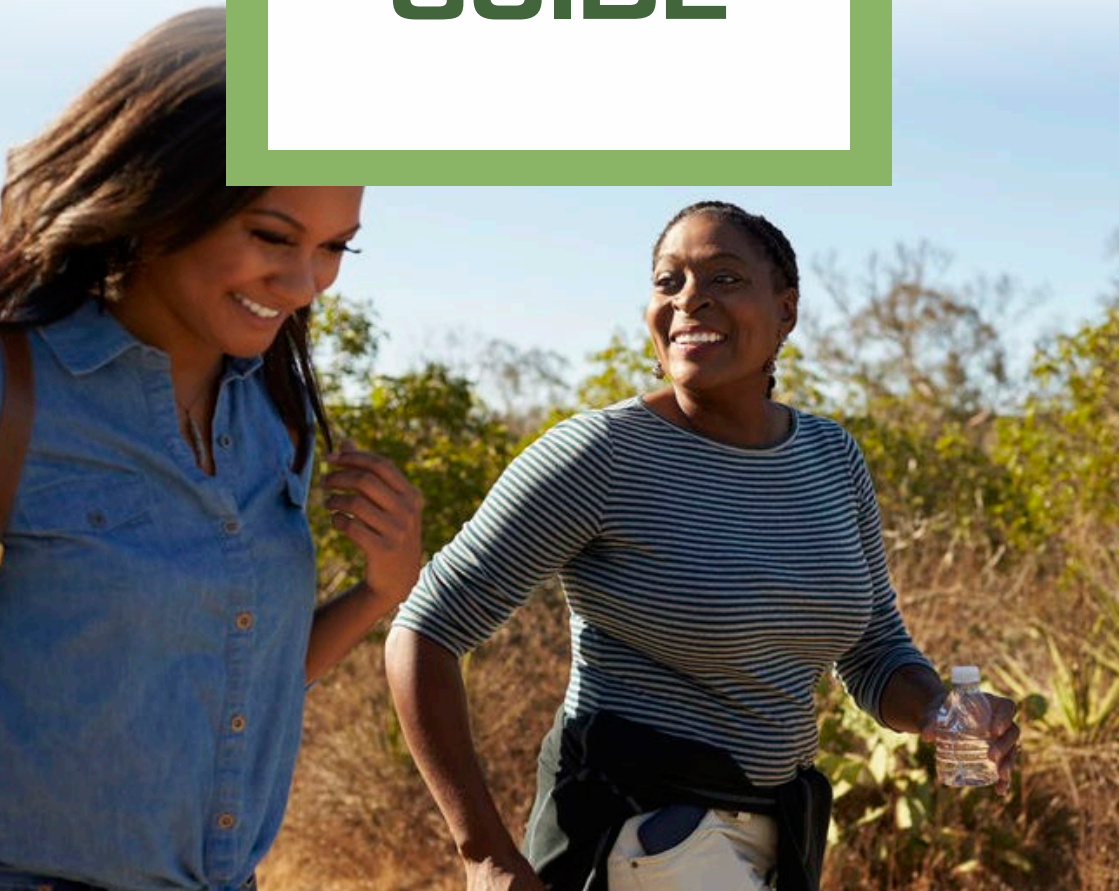




ADVANTAGE SPORTS UAE

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MOTIVATION GUIDE



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Welcome...



Welcome to my Motivation Guide. This book will be your bible over the coming weeks! In case you didn't know, nutrition will count for about 80% of your results. That's right 80%! There is an important lesson to be learned from the story below...

You see I used to have a client, let's call her Lisa. Now Lisa trained very hard and never missed a training session and so with all this effort and dedication to her training she thought that the scales and the measuring tape would really be moving in the right direction at her weights and measurement day.

I will never forget the look on her face when she found out that she lost only 1lb and half an inch from her waist. She was disappointed and so was I.

"You have read the information on the importance of nutrition and you have been using the recipe book I gave you?" I asked. It turned out she never read it because she thought she already knew about nutrition and that her personal trainer wasn't going to know more than she did.

Sometimes we learn the hard way! I'm pleased to say that once Lisa had become fully aware of the importance of nutrition for fat loss, we were able to make some important changes. 28 days later she was 14lbs down and almost 2 dress sizes smaller.

As the saying goes, "**When the student is ready, the teacher will appear.**"

And you are ready! That's why you are reading this!



Although it can often seem easy to be motivated when you are doing something you are passionate about, it is actually very hard to be motivated all the time. There will no doubt be days when you don't feel like working towards your goal. The trick is to find ways to keep things going, even through the challenging times.

When it comes to ensuring you achieve your goal(s), it is so important to remember your **WHY**.

What are the key factors that made you want to achieve this in the first place?

Keeping motivated takes **discipline, commitment, patience** and an **open mind**.

On the following pages you will find exercises to help you build strong habits and stay focused on your outcomes.

It is now up to you to choose the steps that will help you on your journey.

Enjoy the adventure.

Keeping motivated takes...



Motivation



Are you looking to make a change in your lifestyle, modify your habits or embark on a challenge, but always seem to make a false start and never achieve what you had hoped to?

What is stopping you?

What are you waiting for?

Are you waiting for the time to be right?

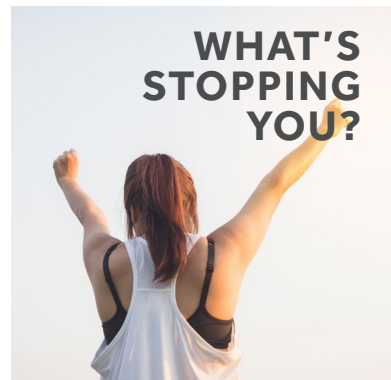
*Are you waiting for the moment you feel
that everything falls into place?*

*Are you waiting for the moment when you
have enough uninterrupted time?*

*Are you going to keep waiting,
whilst feeling bad about not doing anything?*

“The chains of habit are too weak to be felt until they are too strong to be broken.”

Samuel Johnson





What does motivation mean to you?

Making a positive change to your lifestyle habits and sustaining that change can be a daunting prospect. Sadly, there is no magic pill, or a 'one size fits all' formula for success.

Using our passion, research, and experiences with clients, we have created, adapted, adopted and refined some simple guidelines to help you embark upon 'change'. Our experience has shown that by following this guidance, you are more likely to make steps in the right direction.

There is no specific order in which these steps should be carried out, some may work for you and some may not, but hopefully they will inspire you to dig deeper within yourself and look for resources and support that are close to hand.





What is motivation?

The dictionary definition is: ***"The state or condition of being motivated or having a strong reason to act or accomplish something."***

Or, simply put, **what you require or need to acquire when you really want to do something.**

When I first considered creating this guide, the intention was to purely focus on motivation. However, the more research I did, the more it became clear that motivation alone does not help you achieve the results you desire. I concluded that the potential for personal growth and development was so great, it could not be overlooked. As a result, I have created some simple tasks for you to complete as you work through the 'course', helping you dig deeper into your 'self' and making the journey more enjoyable and productive.

There will be times when no matter how hard you try, you may struggle to muster up the motivation you need. These are the days that you have to really dig deep and force yourself to just go and do it. **Motivation without commitment and dedication to your goal is worthless.**

SCENARIO

You are training for a marathon and have run the odd 10k in the past, but this is your first attempt at this distance. You have your training plan and you know there are at least 3 months of thorough training ahead. There will be plenty of days you won't feel like training. There will be an array of factors which will affect your mojo, whether it's the weather, aches and pains from previous days of training, or social pressures from friends and family.

It might be okay to let the odd session slip, but remember, there will be a consequence. Perhaps if you only miss your training once in total, the consequence will be negligible. But if it happens on repeat, then that will have an overall impact.

Ask yourself, how much do you really want it? How committed are you?



TASK

How do you motivate yourself?

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Can you motivate yourself, or do you require an outside source to get you going / keep you going?.....

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Before we move on, it is crucial that you fully understand who you are and what works best for you. As we have already identified, the first thing you need to know about motivation and motivational techniques, is that one size does not fit all.

For the purpose of this guide, **I believe that there are two kinds of people in this world.** The first group are those who are **Intrinsically motivated**, meaning they are able to find the motivation within themselves. If they need to exercise or change a lifestyle habit, they just get on and do it.

The second group are those who require some form of external motivation, whether that be from a trainer, coach, app or friend. These people are **Extrinsically motivated**.

Which one are you?

Or are you a bit of both?

Chances are, like the vast majority of people, you are somewhere in-between the two. If this is the case and you wish to succeed, it's imperative that you attempt to learn, understand and practice a bit of both. As circumstances, 'influences' and moods can vary on a day to day basis, your ability to manage internal and external factors, will help you steer closer to your goals. But as we are about to discover, motivation alone, is not enough.



In his ground-breaking book, *The Chimp Paradox*, Dr Steve Peters makes the case that motivation generally happens when there is a **great reward to gain**, or when we get to that point where **change is a necessity**. Feeling very motivated every day, is out of reach, even for the most talented and dedicated individuals.

What makes the difference for this group, and will make the difference for you, is **COMMITMENT**.

Commit to a plan and stick to it, never give up or give in, even when you don't feel like doing it every day. Practicing commitment will get you closer to achieving your goal.



ARE YOU INVOLVED



OR COMMITTED?





TASK

List 3 things that you have committed to for longer than a year?

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If you are a member of a team or a club, chances are you turn up week in week out for the team and the club (External). What would you do without this support?

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List 3 things that you have quit. Chances are, this list will be the easier to write.

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Why do we quit and what is the reason so many people quit?

One of the main reasons is **PERFECTIONISM**.

It is important that you realise from the offset that there is never a perfect moment you'll feel completely ready.

If you chase perfection, you will set yourself up for disappointment. The pursuit of excellence can often lead to procrastination, so our advice is to do the best you can do, with the emphasis on **do**.

If Apple waited for the perfect iPhone, we could still be waiting. Instead, year on year Apple have created 'better' versions, adapting to customer feedback and technological breakthroughs. The same is true for Microsoft and Windows 10, Volkswagen and the latest Golf MK 8. "Just Do It" and if it is not perfect, just focus on the fact that you seized the moment and took action. The vital action in breaking the cycle of perfectionism is to simply start doing things.



The pursuit of excellence can often
lead to procrastination...



Set a Goal

"If you fail to plan, you plan to fail", is the mantra preached from many a self-help book.

There is no escaping the fact that you need an end point, just as much as you need the motivation to reach that goal. The aim of this book is to help you with your goal setting and how you plan to reach that goal.

What is Goal Setting?

Goal setting has been defined as the act of selecting a target or objective you wish to achieve.

TASK

What is your goal? Before continuing with this book, take five minutes to think about your goal/s and write them down.

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For the purpose of this exercise, we will assume that you are planning to shed some weight.

Where do we start?

Start with the **END** in mind. How much weight do you want to shed?

The more specific you are, the more likely it is that you will get the result you want.



TASK

What are you prepared to do to achieve this goal?

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What are you not prepared to do?

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If you have more than one goal, print multiple copies of this page and complete this task for each goal.



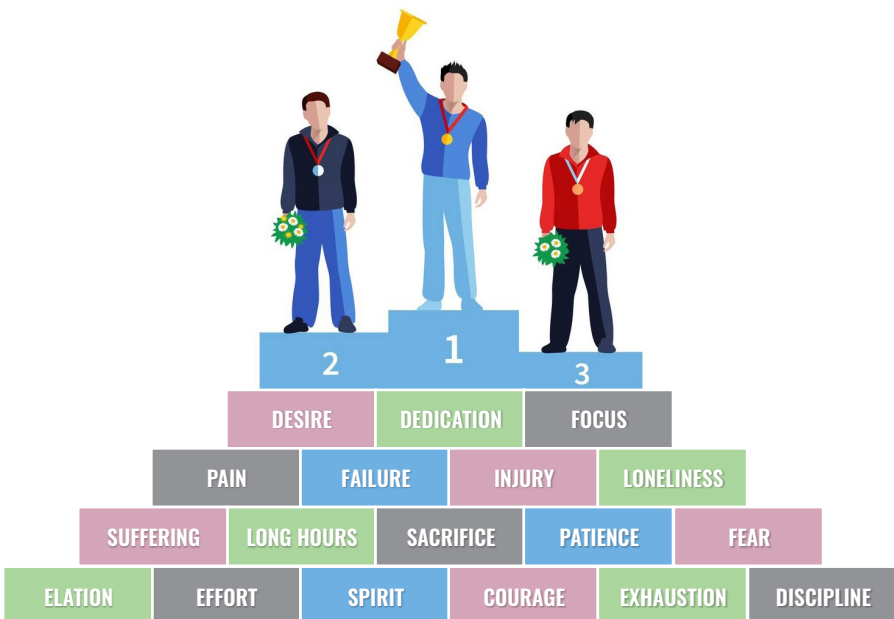
Here is the crux...

Many of us want to achieve success, many of us dream of writing a novel, learning a new language, or even winning an Olympic Gold, but few are prepared to put in the hours or make the sacrifices to achieve these results.

The real challenge you face is not just about determining the goal you wish to achieve, but whether you are willing to accept the sacrifices and trade-offs required to achieve your goal.

When you are truly committed to achieving something, you don't accept any excuses... only results.

So, when setting your goal, it is vital that you not only focus on the rewards you want to enjoy, but also understand the costs you are willing to pay.





TASK

What is your goal?

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Has it altered in any way since you initially set it?

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Now you have your goal, let's plan

Remember, having a plan is a great idea, but it is completely useless and a waste of time, if you do not put it into action.

Here are a few ideas to help you with your planning and put it into practice:

- Ask a friend or seek professional guidance to help you build your plan. Not only can they act as a sounding board and help you foresee hurdles along the way, they can make you accountable for its implementation. This is YOUR plan, not theirs, so if you are working with someone on your plan, make sure you own the decisions you make. Own your plan and know it inside out.
- Make copies of your plan and keep it updated. Always have your plan close by.
- Upload your plan to your smartphone and add to it regularly. Comment on any progress, struggles, ideas and breakthroughs. Keep it alive.
- Break your plan down into achievable chunks. Weekly goals and daily actions will help keep you and your plan moving in the right direction.

TASK

Start your planning.

Sit down with a friend and go through the plan again.

Action your plan.



SET A TIME – Create the space

You will now have come to realise that making a change is challenging. It will become impossible if you have not allowed time and space for change. Since all of our days are limited to just 24 hours, it is vital that you make the most of each hour that is spare.

Assuming you are one of the healthy members of the working population, you probably sleep for about 8 hours and work for 8 hours. This leaves you with 8 hours left each day. Of this, you probably spend 1-2 hours preparing food and eating, 1 hour showering, dressing and getting ready, and 1 hour doing household chores. This leaves you with an hour or two spare, at most.

Blocking out time in your diary each day is imperative, even if it's just 15 minutes. If you think you don't have the time, consider how long you spend each day on social media, or watching TV, or doing things that aren't really a priority. Substitute one of these activities or incorporate your new 'habit' within these time frames.

Find opportunities to implement new habits throughout the day e.g. practice floor stretches whilst watching TV, listen to an educational podcast whilst driving or in the bath, walk around the house whilst on the phone. Make it fun and reclaim back some time in your day to help you on your way.





TASK

What are your time wasters?

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If you remove the time wasting activity, how many 'free hours and minutes' do you now have in a day?

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How much time do you need per day to make a difference?

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If you can figure out how to do all the things you want to do, it will be easier to overcome the fundamental problem: **How can you find the time to change your life?**



The First Step: Cut out the noise

As I will discuss over the next few pages, it's vital to eliminate distractions, time wasters and anything else that eats into your day.

Remember, **YOU** are making a **COMMITMENT**.

YOU have reached a point where you know you need to change.

Now you need to decide how much you want that change.

Think of this not as improving your life but **saving it**. The changes will make you healthier, happier and bring back control.

Once you have made the mental commitment, take small steps to give yourself more free time to breathe and move.

With TV on 24-hour demand and endless 'must see' box sets to stream, whole evenings can be lost watching TV. Monitor, audit and adjust your viewing habits.

TIP: Bookmark TV programs to watch, rather than surfing in vain.
This one change alone, could free up several hours per week.

Spend less time on social media. These sites have their benefits, but if you are not careful, you can spend hours in a week watching kittens or viewing your friends' holiday posts. Very little of what you view on social media, will inspire you and make you feel positive. Time and time again, social media will have the opposite effect on your mood and your energy.



Wake up earlier

This is a great way of adding 30-60 minutes to your day (although it's not everyone's cup of tea). Exercising, meditating or reading, whilst the rest of the world sleeps, gives you the opportunity for peace and quiet with no interruptions.

Make an effort to block out one hour at the beginning of the day, where you have no interruptions. In this time frame, ignore all phone calls and emails, and use this time to do as much work/planning as you can. Delegate time for answering emails and making calls and stick to it where possible. This discipline and the creation of your 'power hour' will give you the feeling of being ahead of the game, and consequently, you will achieve much more throughout the day.

Simplify commitments

It is essential that you try to reduce the extra commitments you have in your life whilst you are working towards your goal. Simplifying and moderating your obligations will help you stay focused on your objective. You may worry that you are letting others down, but if you don't grab this opportunity now, you will be letting **yourself** down.

Remember, this is not forever. Be strong and explain that while you'd love to commit, at present, you just don't have the time to give it your all.

Streamline your life

In the movie *Yes Man*, actor Jim Carrey plays a character called Carl, who is stuck in a rut with his negative ways. After attending a self-help seminar, he learns to unleash the power of **yes**. Living his life in the affirmative, Carl is led into all sorts of amazing life changing experiences. Turning this idea on its head, whilst you are embarking on your challenge, practice just saying **no**. If you are asked to do something that is not related to reaching your goal, politely decline.

Focus on what is important to you.

Simplify your daily routines, your work, your social life, your daily chores and your downtime. It will take time and a little effort, but it will be worth it.



Create a timetable

Being an owner of an iPhone and having it connected to both my car and my watch, I am amazed at how my travels and timetable are recorded and I am subsequently informed. On getting into my car in the morning, I will receive a message that says '7 minutes to work – traffic light'. Okay, I leave the house the same time every morning and it's very early, but when I get into my car on Thursday mornings at 11.30am, I get the message 10 minutes to the gym. It appears my car, my watch and phone know what I am doing and where I am going. Was George Orwell right, or are we all creatures of habit?

Those of you who have brought up children or trained puppies, will be fully aware of the need for routine and set boundaries. Our bodies and minds function best when we follow a schedule that is relatively consistent and regular. But do these habits always help?

If you are looking to make changes in your lifestyle or looking to get the optimum performance, it becomes even more important to establish and follow a routine. For example, getting dramatically different amounts of sleep from one night to the next, or waking up at different times is confusing for your system. If you can stick to a more consistent sleep routine, have regular meal times and be consistent with your exercise, you will give yourself a better chance at improving your quality of life.



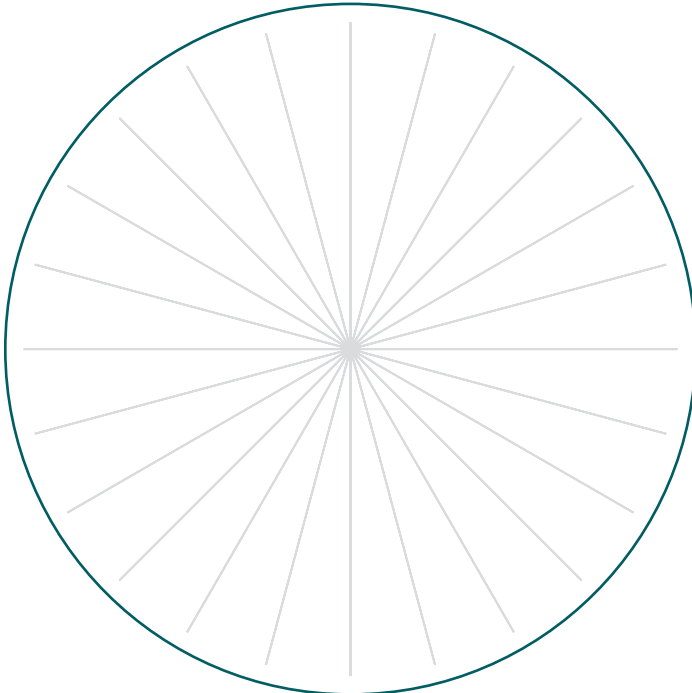


TASK

Using the circle, create a pie chart of your typical day. The circle is split into 24 segments, for ease of use.

Include the following...

- Number of hours sleep
- Number of hours spent at work
- Number of hours spent travelling
- Other regular commitments
- Free time





When you look at your pie chart, you will probably see that work and sleep take up the biggest segments, but are you getting enough sleep for optimum health? Scientists have discovered that insufficient sleep is now one of the most significant lifestyle factors influencing whether you will develop Alzheimer's disease.

In his book *Why We Sleep: The New Science of Sleep and Dreams*, Matthew Walker explains that our brain has a 'remarkable sewage system', called the glymphatic system, which, when we enter deep sleep, cleanses the brain of a sticky, toxic protein known as beta amyloid. Without a good night's sleep our brain is unable to cleanse, and the Alzheimer's disease risk increases.

Those of you who are trying to lose weight will be frustrated to hear that another negative aspect of sleep deprivation is the increased potential for weight gain. Insufficient sleep raises the level of hormone, known as Ghrelin, that makes you feel hungry, whilst suppressing the hormone Leptin, which signals food satisfaction. The subsequent imbalance has the effect of making you want to eat more, despite feeling full.

False Economy

With the information gleaned from the above and the stats from your pie chart, you will have a rough idea of how many hours you have left to work on your goals each day. But let's turn this on its head for a moment. Rather than trying to squeeze more into your day, make sleep your priority, plan your meals, and take time with your preparation and eating.





Having rested and fuelled properly, you will have more energy, and optimum time for your work, life commitments and goals.

I often find I am faced with clients who are dead set on working harder, when I know they would benefit more from resting, breathing deeper, stretching more or planning meals. Instead they continue to run into brick walls. It reminds me of the saying, *"If you always do what you have always done, you will always get what you have always got."*

Planning = Freedom

"If you want something done, ask a busy person to do it," is a phrase that often runs true. Busy people often work to deadlines, they have schedules and timetables ensuring that they make efficient use of their time.

Knowing what must be done and when it must be completed may feel suffocating if you view it in a restrictive light. Instead, view it as liberating, as it allows you to see the time and space you have to complete your tasks.

How do you start your day?

*Do you leap out of bed and race to the shower,
or do you press snooze and roll over?*

Starting the day on the right note, has a massive impact on the day ahead. Creating a good morning routine will have a huge impact on you achieving your goals. The self-help guru Tony Robbins advocates creating an **'Hour of Power'**, **'30 Minutes to Thrive'**, or at least **'Fifteen Minutes to Fulfilment'**. Each of these involves some light exercise, repeating motivational chants plus focusing and expressing gratitude for everything you're grateful for; in yourself, in your family, your friends and your career. The session finishes with you visualising *"everything you want in your life as if you had it today"*.



Timetable breaks

In his book, *The 4-Hour Work Week*, Tim Ferris advocates the need to schedule breaks into your daily routine. You had breaks at school, and it wasn't just for the teachers to have their caffeine and nicotine fix! By alternating periods of activity and rest, your ability to sustain interest increases and your mental and physical endurance no longer ebb and flow. Planned breaks are a necessity in order to survive, let alone thrive.





How is your community?

Those of you who have ventured to Spain for your summer holidays may have witnessed the Catalan tradition of building human towers, known as 'Castells'. These staggering demonstrations of strength, balance and agility are part of a custom that dates back to the 18th century, but thanks to a surge in the number of castell clubs (Colles), the tradition is stronger than ever before.

Building the tower takes practice, precision, muscle and courage. The first group to take up their positions form the base of the tower 'pinya'. Their role is to support the weight of the tower and to act as a 'safety net' in the event of upper tiers collapsing. The 'pinya' is usually made up of a group of heavyset men.

Once the base layers are deemed stable, the people forming the upper tiers then rapidly climb up the base layers using their companions waist sashes (faixes) for leverage. Depending on the number and distribution of the colle, various formations are possible, but the single common feature is the enxaneta.

The last person to climb the tower is always a child, who will scramble to the summit and raise one hand with a four fingered salute. This signifies that the tower is complete and the most difficult and dangerous part of the display, the deconstruction, can begin.





Trying to build the tallest tower and competing against other communities 'Colles' throughout the summer months, provides a great spectacle for tourists and the local population.

But its impact is far greater.

In order to achieve this magnificent feat, each group practices for at least 3 times per week for up to 3 hours at a time. Whilst building their tower, they are building their community.

As you can see from the image on the previous page, everyone relies on each other to fulfil his or her role. Working together, they achieve solidarity and strength, bringing them closer together as a community. The clubs also organise social activities, such as dinners and concerts, welcoming and integrating members from a diverse range of backgrounds. The towers also create an important source of Catalonia's pride and a point of differentiation from the rest of Spain.

Does your 'community' support you, give you strength and provide a platform from which you can grow?

Having set your goals, allocated the time and created a timetable, you may still be struggling to work towards your target.

Having support from a community helps you, whether that is a real-life community such as friends and family or on-line communities such as My Fitness Pal, Strava or Mumsnet.



TASK ONE

This is a technique inspired by Tim Ferris. Set aside some time this week to sit down and create a past year review of your personal and family life. If you like, you can also do a separate review of your work and career.

Using the chart on the next page, look back through your diary from the last 12 months and the photos on your phone, looking at every week in turn. Make a note of any people, activities or commitments that were either positive or negative and place them in their respective columns.

Once you have reviewed the whole year, look at the positive list and highlight the top 20% of activities, people and events. Based on these answers, schedule more of them for the year ahead. Get them in your diary now. Book things with friends and prepay for activities/events/commitments that you know work.

It's not real until it's in the calendar.



Positive:

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TASK TWO

Review your 'negative' list and write, "NOT-TO-DO LIST" at the top. Place this list somewhere you can see it each morning for the next few weeks.

These are the people and things that you know don't make you happy, so don't put them in your diary out of obligation or guilt.



The chains of habit are too weak to be felt until they are too strong to be broken.

Samuel Johnson

”

You have a choice to forge chains of hate and negativity or a choice to forge chains of love and social support. Your health and success depend on it.

“



Surround yourself

The recent success of the European Ryder Cup team owed much to the group WhatsApp. Players shared photos, jokes and general camaraderie, making the team a tighter fitting unit and keeping spirits high. This highlighted that even skilled professionals at the top of their game need and benefit from the support, encouragement and motivation of fellow professionals.

By surrounding yourself with like-minded people who will support your project and encourage your change, you are more likely to succeed. Your support group can be online or off, either way, create a support team that will check in with each other regularly and provide that much needed shoulder to lean on or kick up the backside when required. Having a support network that will hold you accountable for your goals and making the change means you are more likely to succeed. Whether it's a coach, partner, friend or colleague. Ensure you divulge all your plans and desired outcomes and insist that they never let you off the hook.

A training partner or coach will help keep you on track. Let's say you are planning to do the couch to 5k challenge. You set your alarm for 6am as you intend to get up early and go for your run before work. As planned, the alarm goes off at 6:00am. You can hear the rain outside and your bed is warm and comfy.

Which of the following scenarios will make you more likely to get up and do your run?

SCENARIOS

- 1. You have a running partner who will be meeting you at 6:30am**
- 2. No one knows you are attempting the couch to 5k, so only you will know if you press the snooze button.**

The reality is, we are less likely to let someone else down, than let ourselves down.

Numerous studies have shown that when you share your goals with others, your chances of achieving them are twice as high than when you keep the goals to yourself. Being held responsible for achieving your goals will enhance your chances of success, if only because they motivate you to keep your reputation intact.



As we have discovered, there are many types of accountability you can choose from. Depending on the goal, your personality and your budget, some will work better than others. Below are five types of accountability you might want to consider. Which support system you choose, to hold yourself accountable, is up to you, but remember it's just as important to invest in this as much as you invest in your goals.

1. Tell a friend

Sharing your goals with someone who truly cares for you is the easiest and cheapest option. But it's vital that you choose the right person who will ask you about your goals, support you in achieving them, and celebrate with you when you do. Choosing someone who judges you or is highly competitive, could hamper your progress and potentially threaten your success. The ultimate accountability partner will support you and your goals with complete sincerity and commitment.



2. Go online

In our ever-connected world, there are dozens of apps and websites at our fingertips, which have been specifically designed to help with your accountability e.g. Map My Run and Strava. These are great tools that can offer you reminders, track your progress or connect you with other people who are also trying to complete similar goals.



3. Join a Group

Joining or creating an accountability group can help you perform and achieve things that you may struggle to do on your own.

4. Seek professional help

There has been a huge growth in both life and business coaching over the past few years. A good coach will help you clarify your goals, set a reasonable and realistic time frame, and help develop strategies for overcoming barriers to your success. As you will have probably invested a good chunk of cash, you're more likely to commit and stay focused in order to see a return on your investment.



5. Put pen to paper

Perhaps the easiest and cheapest way to stay focused is to write your goals down. Post-it notes on the fridge or entries in your daily planner / on your wall calendar, act as daily reminders.



How are you?

“
I’m the king of the world, I am the greatest, I’m Muhammad Ali,
I shook up the world, I am the greatest, I’m king of the world,
I’m pretty, I’m pretty, I’m a baaaad man,
you heard me I’m a baaad man.
Muhammad Ali”

When Muhammad Ali pronounced his greatness to the world, the world sat up and listened. Not only was Ali the greatest boxer of our time, a superb entertainer and a very fine orator, he was without doubt, one of the greatest self-believers, and not just for his boxing prowess.

So far, we have looked at the practicalities of goal setting, motivation and creating the best environment for change, but one thing we cannot overlook is you and the relationship you have with yourself.



TASK

Be a Ten

Think of the various important roles you play in your life.

Using the chart on the next page, make a list of roles you play. For example, friend, parent, spouse, worker, son, daughter, sister or brother. Add anything else which absorbs your time and is significant in your life.

Look at the first role you've written down and consider what score you would give yourself out of 10 for the way you carry out that role. Then write that number down next to the role.

Do the same for each of the roles you've written down.

Now look back at the list of roles and consider that these are just roles that you play. They are not really who you are. You might have looked to define yourself by these roles, but they are not YOU. You are greater than the sum of all these roles added together.

To define yourself only by the roles that you play is limiting and undermines your true potential. You can't control the emotions of your partner, or the choices that your children will make in life. Your co-workers have their own agendas and your parents have their own life and opinions, so the only person you can hope to have some control over is yourself.

Look back at the numbers you awarded yourself for each role you fulfil. Now, give yourself a score out of 10. This is difficult as for most of your adult life you will have been defined by the role you play. Think back to your teenage years, to your dreams and ambitions... how did they pan out? Write the number down, and whatever the number is, remember this: When you came into this world you were a 10 and that 10 is still there. You are still a 10, even if you don't always feel like one.



Role

Score (out of 10)

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As we are discovering, our beliefs act as a framework for our behaviour. In other words, what you believe forms the cornerstone of how you behave, and has a huge influence on your outcomes.

Just because you may have failed in the past, doesn't mean you will fail again. If you really want to change something in your life, know that if you truly believe it will happen, then you will find a way to make it happen.

Belief is the fuel of ambition. In attempting to do anything new or remotely ambitious in your life, check in with your overall belief system to ensure that you are congruent. When you believe you can achieve great things, you will.

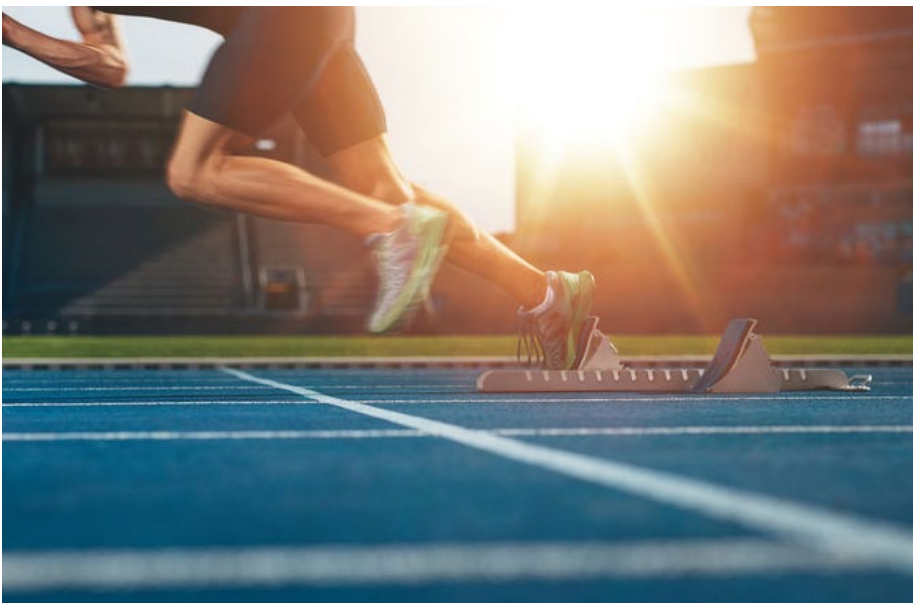
In the history of great sporting achievements, there can be no finer example of dispelling fixed beliefs than Roger Bannister's sub four minute mile. Up until 6th May 1954, the idea of running a mile in under four minutes was deemed humanly impossible, a view reflected by the hundreds who tried and failed. Medical student and middle-distance runner Roger Banister decided that this formidable physical barrier could be overcome.



No runner had seriously threatened the world record of 4:01.4 which had been set in 1945, but Bannister and his team had devised an even-paced three-and-a-quarter-lap schedule that would leave him to capitalise on his speed and strength over the final 300 or so yards. After he smashed the record in his exhausting, historic performance, people immediately believed that it was now possible. Just 46 days later, American John Landy ran the mile in 3 minutes 57.9 seconds. In the 18 months after his historical achievement the sub 4-minute mile was achieved by more than 45 runners.

In his later life, Roger Bannister looked back on his achievement and reflected, *"It became a symbol of attempting a challenge in the physical world of something hitherto thought impossible, I'd like to see it as a metaphor not only for sport, but for life and seeking challenges."*

Most of us never realise the full potential that lies within, because of the beliefs that hold us back. Your success is directly influenced by those beliefs. In order to change and get back on the track to success, you will need to question and change some of those beliefs.





Your goal, your question

An Olympic gold medal is a crazy thing to want, and a crazy thing to work towards. The odds – even if you are a world-class athlete – are stacked against you. I discovered that the only way to reach our crazy goal was with concrete, everyday habits.

Ben Hunt-Davis

Of all the tips and advice included in this guide, this is perhaps the easiest to apply. You just need the right question and to be honest and compliant with all your answers throughout the day.

In the 2000 Sydney Olympics, Ben Hunt-Davis was part of a team that won the Olympic gold in the men's Rowing Eight. Two years previous, in 1998, he was part of a team that was consistently failing to medal or even make the final of major regattas. As a team, the GB Men's Rowing Eight decided to fundamentally change the way they worked and how they worked with each other. They began by asking the question, "*will it make the boat go faster?*" If the answer was yes, they tried it, if no, they moved on.

Their 'question' went beyond the gym and hours of practice on the water. It spread into their lives and has ultimately become a business that helps individuals and businesses perform.



Your question...

"Will it help me run my 10k?"

"Will it help me lose 3 kilos?"

"Will it help me pass my exam?"

"Will it help me secure financial freedom?"

Whatever your goal, ask yourself the question before everything you do. If the answer is yes, go ahead, if the answer is no, well you know what to do.





Who are your role models?

When you are struggling to maintain motivation or drive, try to look for people who inspire you to be the best you can be. Having role models can be extremely advantageous when the chips are down. Trying to emulate their determination, courage and focus can inspire you to work as hard as they did to reach your own goal(s).

Role models act as a guide to help you understand who you would like to become in the future. Having role models also puts you in good company. All of the great leaders, athletes and high-achievers have role models.

It's a good idea to choose someone who is at the top of their game, whose character, values and actions you can aspire to. Although they may have their faults and imperfections (who doesn't?), they should be inspiring regardless of their weaknesses. In addition, you should also look to find a role model who is one or two steps in front of you. This will make your goal feel more achievable and less daunting.

TASK

Who are your role models?

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What qualities do they possess that inspire you?

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Role models come from all walks of life and come in all shapes and sizes. Throughout our life we will require various role models for different stages and aspects of life. As children, our parents, grandparents and teachers may have been people we looked up to and copied. We may have done this intentionally, or without realising how much of an influence they are having on us.

As we grow, and we refine our interests and pursuits, our role models should change. Finding someone else who suits your situation and aspirations, will inspire you to work your hardest and achieve your own objectives.



1. Modelling your own success

Successful people have learned and practiced how to succeed. Many successful businesses copy, modify and the model good practice for their employees to follow. Having someone who has achieved what they wanted in life as your inspiration, will lead the way for you. Regardless of whether you achieve the same dizzy heights as they have, their modelling will facilitate better decisions and lead you in a direction that will benefit you the most.



2. Weathering the storm

The road to success is not straight. There is a curve called failure. A loop called confusion. Speed bumps called friends. Red lights called enemies. Caution lights called family. You will have flat tyres called jobs, but if you have a spare tyre called determination, an engine called perseverance, and a driver called will-power, you will make it to a place called success.

Sulaymon Tadese Faozahny

When you study your role model(s), it's important to observe and learn not only about their successes, but also of their struggles and setbacks. There is no overnight sensation, nor shortcut to success. There will be knockbacks, breakdowns and times of hopelessness. But no matter what storms head your way, the inner strength and inspiration you have gleaned from your role model(s) can help you make it through almost any challenge.

3. Investigate

An appropriate role model can provide you with a great example to investigate and learn from.

When researching your role model(s), consider these points:

- Where did they grow up and what was their upbringing like?
- What led them to become interested in the skill or talent they shine in?
- How long have they been engaged in the activity?
- What advice do they offer that you can take away, for you to excel?



4. Improve your own performance

The more you try to emulate your role model, the more accomplished you will be in your application and performance. By having a role model to look up to, your life will be enriched and your path to personal development and growth will be smoothed.

5. Jigsaw

A key point to emphasise is that your role model does not always have to be someone in the public eye. It could be anyone whose attitude, integrity, humanity, empathy, focus and drive sets a shining example for you to aspire too. Watching pensioners enter the sea on a January morning for their daily dip or hearing the laughter of children as they play care free, are just a few examples, of the inspiration that is all around us.

Different people can inspire us in different ways. You can take different 'pieces' from different role models and piece them together in a way that inspires you the most.



TASK

Looking at just your family and friendship group, who inspires you?

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What qualities do you admire most in them?

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Observing, learning and applying these traits will help you on your journey, and who knows, you too could become someone else's role model.



1% can make all the difference

If you foresee your goal or challenge as all-consuming and too daunting to tackle, you may be tempted to surrender and admit defeat. As I have discussed throughout this guide, having a clear understanding of your outcomes is vital, but how you go about tackling your challenge is also important. Sometimes the mountain we must climb appears beyond our capabilities, but by breaking the climb down into smaller sections and making minor improvements each step of the way, you will reach your summit.

The practice of breaking tasks down into smaller sections and trying to make minor improvements was taken a step further and from it, a concept known as **marginal gains** was created. This concept and its application revolutionised the British cycling team and also impacted many other sports. The principle behind the marginal gains philosophy is simple; try to make small incremental positive changes in any process, that will accumulate into a significant improvement when they are all added together.

This theory first came to prominence, when Sir Dave Brailsford became performance director of British Cycling. He began by breaking down the objective of winning races into its component parts. Brailsford believed that if it was possible to make a 1% enhancement across a whole host of areas, the accumulative gains would end up being substantially significant.

Investigating and highlighting all the weaknesses in the team's beliefs and inherent issues, convinced Brailsford and his team that each one could be improved in turn.

By viewing each weakness as an opportunity to make adaptations and create marginal gains, instead of regarding them as a threat, the gains immediately began to accumulate.

Since adopting the marginal gains approach, the GB cycling team has won 16 gold medals in the last two Olympic Games and British riders have won the Tour De France four times in the last four years. Having been described as a team of also-rans, Team GB have now set the benchmark for other teams to follow.

If this simple approach can have such dramatic results in cycling and other sports what could it do for you?



TASK

Throughout this guide, I have encouraged you to try different approaches and view each task or challenge as fun. I have used the following challenge numerous times with clients who desire to lose weight and get fit with great success.

Imagine you are the CEO of your company (weight loss and increased fitness). You have been set the challenge of improving the profit margin (weight loss and increased fitness).

To do this, you must reduce costs and increase productivity.

Using the principle of marginal gains, you have 30 days to demonstrate an improvement.

To help you get started this with challenge, here are some examples to inspire you...

MARGINAL GAINS WEIGHT LOSS

Remove the top slice of bread in a sandwich to reduce the overall carbohydrate levels

Drink water or herbal tea, if you feel hungry between meals, instead of reaching for a snack

**Replace pasta with a pulse.
Choose between chickpeas or lentils**

MARGINAL GAINS FITNESS

Park your car a little further away from the office than you did yesterday

Use the stairs instead of taking the lift

When you are watching TV at night, perform 3 minutes of stretching each time there is an advert break

In just 30 days, you will have moved more and eaten less without having had to make significant changes (no one lost their job and no tears).



It is all too easy to underestimate the significance and value of making minor advances on a day by day basis. Whether your goal is training for a marathon, losing inches for your wedding day, or setting up a business, it's all too easy to fall into the trap of thinking that substantial success requires substantial action. By adhering to this conviction, the pressure we place upon ourselves can often outstrip the real pressure of the challenge.

Although improving by 1 percent at a time might not appear noticeable at first, it can be more significant in the long run. As Brailsford, Team Sky and Team GB will testify, the impact a minor improvement can make over a period of time is astonishing.

This is how the sums add up. By making a 1 percent improvement each day for one whole year, you will be over thirty seven times better than the start of the year (see diagram below).

On the other hand, if your performance declines by 1 percent per day for one year, you will plummet to almost zilch. Either way, the accumulation is huge.

Aggregate your marginal gains and make a difference.

**THE DIFFERENCE BETWEEN IMPROVING
AND REGRESSING BY 1 PERCENT
EVERY DAY FOR 1 YEAR:**

$$1.01^{365} = 37.8$$

$$0.99^{365} = 0.03$$



As I pull together the contents of this guide and try to draw a conclusion, it makes sense if we go back to the very beginning and identify the meaning and characteristics of the word 'Motivation'.

According to the dictionary, **Motivation** derives from the word **motive**, which in turn describes a need that requires satisfaction. Our needs, wants and desires can be innate, instinctive or, as is often the case, acquired through the influence of others. One's culture and societal stimulus can also have an impact on an individual's driving force, and coupled with the exponential growth and influence of social media, this could become prodigious!

In short, motivation signifies a feeling of enthusiasm or interest that makes you determined to do something. Getting out of bed and going to work to earn money to pay for food is an example. But those who have truly mastered motivation, are able to perform prolonged and purposeful practice which in turn leads to higher levels of achievement. These individuals become our role models.

The examples I have used are those that have succeeded in the worlds of elite sport, business, medicine or the arts. But, let's not forget the scores of individuals whose heroic acts of bravery have inspired a nation, or the countless others who have overcome a life-threatening illness to lead a 'normal' life, as well as those who have suffered life-changing disabilities and learned to function again. I am sure we all know someone who has had to overcome human tragedy and shown remarkable courage and strength whilst their world was falling apart.

All of the examples above will have been driven by the innate motivation to survive and thrive. It's within us all, we just need a bit of help to find it at times.

As I have just highlighted, not all motivations are the same. An individual's motivation can be 'extrinsic', in that they are inspired by others or events. Or it comes from within the individual, 'intrinsic' motivation.

Those who understand and employ the right type of motivation or balance of the two, reach their goals with greater consistency and in quicker time.



What I have highlighted throughout this guide, is that no matter how talented, gifted, motivated an individual, they all have, or benefit from the following:

Motivated people have a team or network of support

Motivated individuals accept failure as part of the process

Motivated people have incredible self-belief

*Motivated people use both intrinsic and extrinsic motivation
to great effect*

Motivated people invest in themselves

Motivated people maintain focus and are not easily thrown off course

*The motivated leave no stone unturned, seeking out the best advice,
and latest thoughts to help them achieve*



How MOTIVATED are you?

Are you ready to get going and take on that task, that goal, that challenge?

Before you do, here is one more task for you to complete.

Look at the continuum, (line) below.

SELFISH

SELF

SELFLESS

Where do you place yourself on this line?

Are you always helping others, putting other people first/ (SELFLESS)?

Or do you think of nobody but yourself (SELFISH)?

For you to succeed in your chosen task, goal, challenge, you will need to become a bit more selfish, and put you and your goal first. Think of motivation as being an ongoing process. Just like the muscles you train in the gym, motivation will become stronger and more efficient the more you practice it. Try to establish a balance and look after your SELF and your goal first, and put all other things to the side.

Be strong, be positive, be motivated.

Although I have just scratched the surface on the subject of motivation, I hope this guide has provided you with enough ideas and concepts for you to employ and experiment with. My hope would be that this guide has opened your eyes and mind and provided you with a deeper understanding of its meaning and application, and that it can offer some support in helping you attain your goals and even inspire you enough to help others in their quest.

Remember this is not the end, it is only the beginning...