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How to use your brain to motivate yourself

Problem Statement: In my career as a life and business coach I see a significant number of people who know what they want to create in life, and yet they find it hard to be motivated to go through the action steps required to succeed. I also see people who feel drawn towards something that they know is not beneficial to them, and yet they keep pursuing it just because they feel “compelled” to do so. The common issue for these people is that their choices and their motivation are out of alignment, and the typical reaction is to use self-discipline “to get things done,” which causes a sort of inner battle that quickly depletes our energy, making it hard to perform at the level of excellence. Because of that, they start to experience a sense of frustration, guilt, and sometimes helplessness that results in a strong decrease in personal productivity.

Discoveries: What has been discovered is that lack of motivation is simply caused by the weakness of a desire, rather than being a deficiency of the individual, and that by changing the way we represent our goals, we can stimulate a strong drive to move away or towards something in everyone. Therefore, motivation is something that each and all of us have as humans, and all we need to do to fill the gap between what we want (provided that it is congruent with our values) and the willingness to act at the best of our ability is to change the inner representation of the object of our desire.

Conclusion & Significance: To do so there are principles that can be applied successfully to everyone indistinctly, and specific ones that are unique to each individual that allow them to tap into even greater levels of motivation. By doing so we will go from being a passive witness of the rising and falling of motivation to a conscious creator who is able address it in the pursuit of worthwhile goals.

Biography

Max Leone is a professional speaker, coach and author who has been involved in the personal growth field for more than ten years. He studied with some of the greatest masters in the field, such as Wayne Dyer, Deepak Chopra, Neale Walsh, Anthony Robbins, Eckhart Tolle. Max studied NLP with the founder Richard Bandler, with whom he became a Certified Trainer of Neuro-Linguistic-Programming. He qualified and studied extensively a variety of disciplines such as Translation Analysis, ACT (Acceptance and Commitment Therapy), The Sylva Method, Hypnosis, DHE (Designing human Engineering) and other techniques he uses with individuals and groups. He has been interviewed on radio stations, such as New York Coaching Common Radio, 103.2, Radio Dublin, and his work has been featured in magazines and newspapers, among which are Positive Life, The Irish Times, New Thoughts Magazines, to mention some. Max is the author of “Daily Tips for Success & Fulfilment”.

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