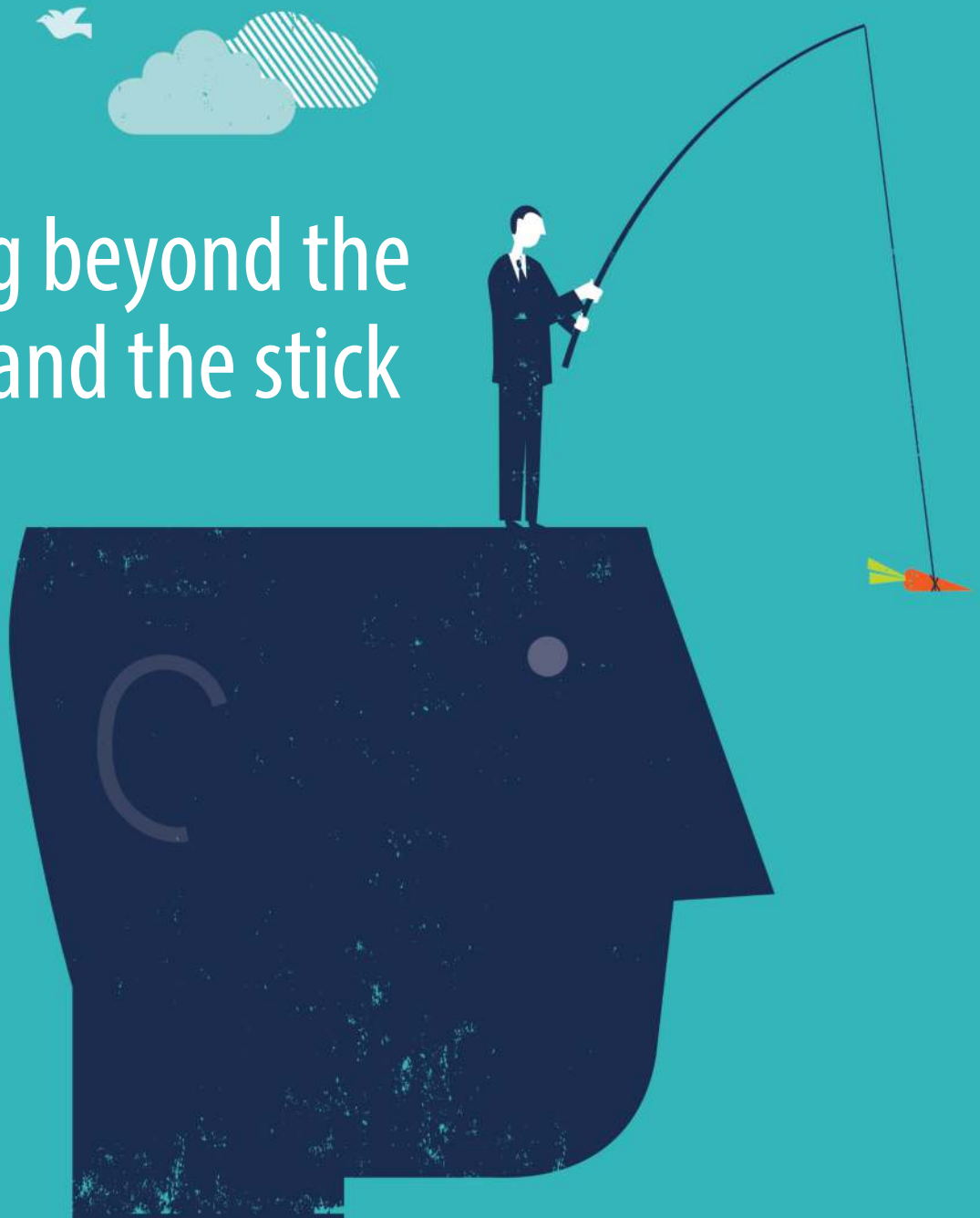


Zen

# MOTIVATION

Moving beyond the  
carrot and the stick



## Zen Motivation

What do I mean by Zen Motivation? Simply put, Zen motivation is the ability to be purely motivated to do a specific thing, detached from whether we want to do it, why we want to do it and how we go about it.

How often do you have to convince yourself to do things, especially activities you really need to do (but may not enjoy), like making phone call after phone call each day, if you're in sales. How easy is it for you to stick to a diet and not upsizing your meals? Or just do chores around the house to help out? Wouldn't it be nice to not even question whether you want to or not, but just do what you need to do?

Instead we get caught up in the mind chat..."Oh, I'm so sick of making calls..."What's one little French fry gonna hurt?..."That squeaky door can wait 'til tomorrow." Then we move from excuse to justification. "It's Friday, people probably aren't in today anyway..."I've been eating well all week." For some people they are fine stopping here and giving in to their unwillingness to follow through and simply fail.

Obviously, if you're doing this program you aren't content with failure and want to find a way to push through these moments into successfully completing tasks and following through with your plans. This requires motivation, but the not the kind you've used in the past. You are probably used to what I would call 'Typical Motivation.' See if you can relate:

Typical motivation can be really stressful. It's certainly not fun and it fails much of the time anyway. Even when you get a good result by motivating yourself in typical ways, it is often not worth the price you paid in the process and doesn't work consistently. Most motivation is a trick we play on ourselves. Once we know it's a trick, it's hard to fool ourselves again. So now on top of having to do something we really don't want to do, we have to play a game to manipulate ourselves as well. How stressful is that? You can think of typical motivation as motivation by increased stress.

There are two factors in motivation, the Stick and the Carrot.

The Stick relies on using bad feelings as a catalyst. I'd better not eat that or I will stay big and fat and no one will love me. We can even go a step further. Then my husband will leave me for a skinny woman and my kids will be embarrassed by me and I will die owning 24 cats. Exaggerated, but accurate! Yeah, you might decide not to eat dessert but you have to expose yourself to so much unnecessary stress just to follow through.

The Carrot goes like this, "If I make nonstop calls for the next six hours, I know I'll make a bunch of sales, then my wife will be stoked and I can take my family on a great vacation next month." And take it a step further, "My kids will be so happy. I'll be living the dream. I can do this!" That's a lot of pressure to put on yourself for the next six hours. It's positive pressure, but pressure nonetheless.

Most people use one of these two tactics to motivate themselves. They can both work just fine for a while. But they are both are inherently stressful. And, what happens when you don't succeed? Whether you're trying to lose weight but just can't resist the cake or can't seem to get yourself to make sales no matter how hard you tried that day, failure to achieve the desired goal is an enormous let down and a whole new kind of stress - one that tests your confidence. Typical Motivation can be quite a roller coaster. Are you ready to get off?

As I see it, the goal is to get off the Carrot-Stick roller coaster and into the relaxed E-ticket ride called Zen Motivation.

I am going to introduce you to Zen Motivation, or should I say the practice of sans-motivation. Those of us who are familiar with Zen understand it to be a meditative state aimed at providing direct self-realization. Basically, it cuts through the mind clutter such as excuses, justifications, rewards and punishments and allows you to focus directly on the task at hand. Even the term "Motivation" would not exist in this state. Therefore, we need to learn to sans-motivate to achieve the things we do not want to do but have to do anyway.

I know this sounds easy theoretically, but practically speaking, how could a person really be able to achieve this even if they had three years to spend in a Buddhist temple in 7th Century China? The good news is you can learn to do this right now. Zen

### **Motivation is easy. It's natural. It feels good and it works every time.**

First, however, we need to look at how typical motivation is stressful to your body. To understand this we need to turn to some very important research in neuroscience. When you understand the role of the little known brain region called the Default Mode Network, you will be in a position to use Zen Motivation.

Understanding the Default Mode Network (DMN):[The Source of Stress](#)

*The Los Angeles Times* recently reported on research that indicates some psychiatric conditions, including PTSD, depression and even autism and schizophrenia, are caused by too much activity in the DMN.

*Scientific American* has called the DMN the brain's dark energy, affirming that the DMN holds a key to understanding neurological disorders and even consciousness itself.

*InSciences* has reported that the brains of depressed people are different than healthy brains, due to increased activity in the DMN. The overly active DMN raises self-consciousness and prevents you from "losing yourself" in the activities of life. Rather than remain free to enjoy the present moment, you are besieged by a continual stream of inner thoughts and body tension. The DMN is the part of your brain that, when active, grinds away endlessly and destroys your peace.

*ScienceMag* suggests that activity in the DMN may reflect the occurrence of mind wandering, i.e., random thoughts that are unrelated to the present moment that cut you off from the environment or outside or world.

When the DMN is active, mental clutter and ongoing inner commotion cut you off from the present moment. In this case, these would be the things you tell yourself to motivate you. Research suggests that this ocean of unmitigated brain commotion is the root cause of many psychological conditions, including chronic stress, anxiety, depression, insomnia, addiction, and more. Your mind and body are out of control because of an overactive DMN.

Now the cool part is that you we can actually deactivate this part of the brain. When the DMN is deactivated through a series of NLP practices, peace of mind, clarity of thought, grounded emotions and a calm way of being become the natural default state. This is a physiological certainty that has been documented via fMRI scans. Just imagine how much easier your life could be by simply deactivating your DMN.

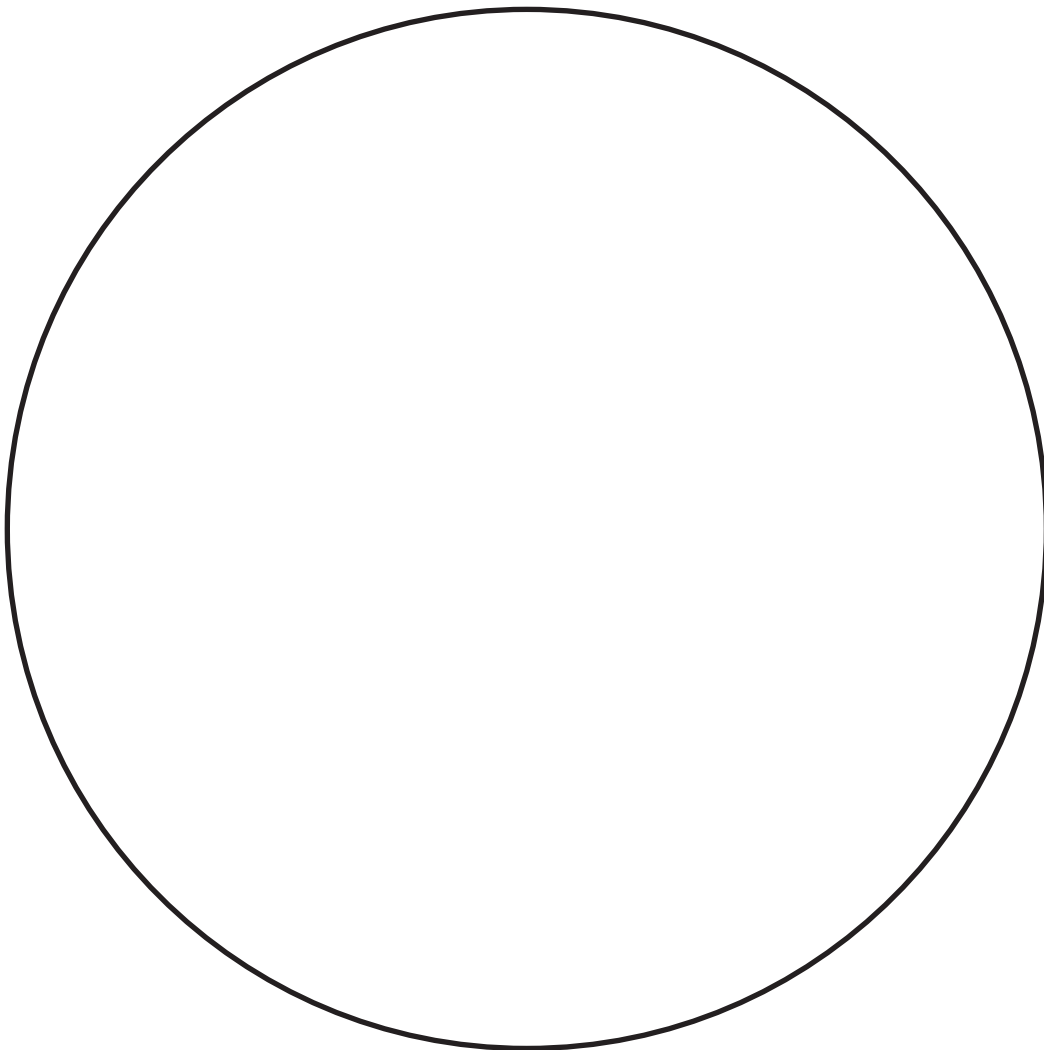
So, how does the DMN relate to motivation?

If you haven't guessed already, it's simple. When you attempt to motivate yourself while your DMN is active, your mind spins and spins, trying to find the right carrot or stick to get you moving. Your mind starts racing and your body becomes tense with all your self-talk. This is inherently stressful! It is only when you deactivate the DMN with some simple NLP activities that Zen motivation becomes possible.

**Play Video #1**

To experience Zen Motivation, let's do the following series of exercises:

Step I: Think of a task you regularly have to motivate yourself to do. It might be sticking to your diet, getting up early each day, exercising, etc. Go ahead and write that task in the circle below. Now, around the outside of the circle, write down any random thoughts and bodily sensations you have while considering that task...without censoring yourself.



## How to Deactivate Your DMN

Now that your DMN has sufficiently been activated, I am about to show you how to deactivate it. Our Default Mode Network has been scientifically proven to deactivate when we engage our minds in external cognitive tasks. It literally turns off the commotion machine, according to Marcus Raichle, MD, as reported in Scientific American, Feb. 2010. NLP clarifies how to do this with visual, auditory and kinesthetic (feeling) modes.

### Play Video #2

Step 2. To deactivate your DMN, you will focus your attention, or tune in, to what you can physically see, hear or feel that is outside of yourself. For most people, hearing mundane sounds or feeling textures are the most effective methods. Here are some examples of what to focus on:

- The hum of a fan, the refrigerator or a computer
- The sound of distant traffic
- The sound of water running
- The feeling (texture and temperature) of fabric, such as your clothes or furniture
- The feeling of the sun or wind on your skin
- The pressure of your body against something (a wall or a chair)
- Any mundane external sound or feeling

What NOT to pay attention to:

- Internal sounds, such as self-talk
- Emotions
- Voices – what people may be saying, as we tend to attach meaning to this, which takes us inside ourselves.

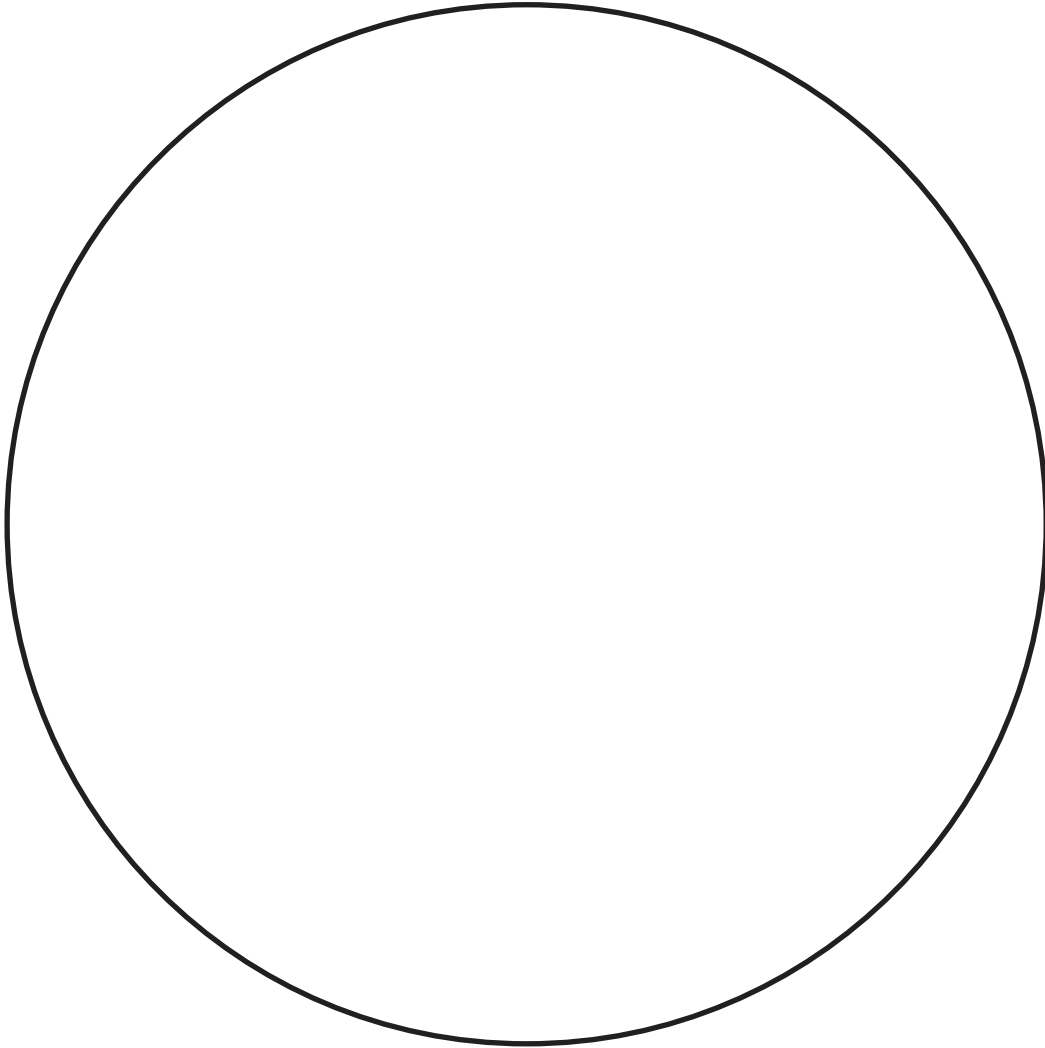
There is an art to noticing these things and tuning in to them. You may have to try a few times. My wife says that she feels a physical wave of calmness move down her body each time she “tunes in.”

Now you try for a few minutes. When you're done, continue to Step 3 on the next page.  
Step 3: Write down the same task as before in the circle below.

Now, take a moment to “tune in” like you did a few minutes ago.

Write down any thoughts or feelings about the task that come to mind around the circle.

Notice the difference between the two circles. If you are like most, your first circle was racked with stress and second was much calmer.



### Watch Video #3

The main point is, when your efforts at self-motivation are contaminated with cluttered thoughts, bad feelings and body tension, you are working against yourself. By deactivating your Default Mode Network you're able to bypass all the need for motivation because your excuses and justifications aren't present any longer. You can simply do what you need to do and move through the day. There are no inner wars and mind games. You are in a self-realized state as you move through your tasks getting them done. No drama. That's Zen Motivation!

So, whenever you are in a situation where you feel the need to motivate yourself to get something done, remember these three steps:

1. Name the task and notice how it makes you feel.
2. Take a few minutes to tune into outside sounds or textures.
3. Re-approach your task and get it done.

It's that simple!

What areas of your life need more Zen Motivation? Write them here:

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The rest is simple. Apply what you know of the DMN and Zen Motivation to every area of your life. After some practice, Zen Motivation comes naturally.