

GET MOTIVATED

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

TAMARA LOWE

TAMARA LOWE is a public speaker and consultant. She is the co-founder and executive vice president of a business training and consulting firm, Get Motivated Seminars, Inc., which has trained more than two million people in seventy countries. Ms. Lowe has worked with five United States presidents and numerous heads of state including British Prime Minister Margaret Thatcher, Canadian Prime Minister Joe Clark, Israeli Prime Minister Benjamin Netanyahu, and Soviet President Mikhail Gorbachev. She has also consulted with celebrities, athletes and news makers including Colin Powell, Joe Montana, George Foreman, Goldie Hawn, Charlton Heston, Bill Cosby, Christopher Reeve, Billy Graham, and Mother Teresa. Ms. Lowe's work has been featured in *USA Today*, the *Wall Street Journal*, *Time*, *People* and on *60 Minutes* as well as CNN.

The Web site for this book is at www.GetMotivatedBook.com.

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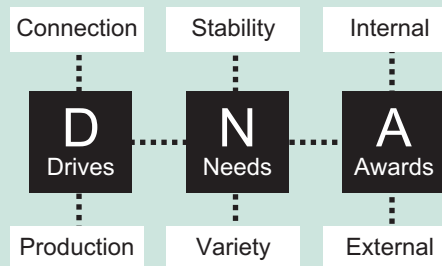
MAIN IDEA

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

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

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

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



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

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

– Tamara Lowe

1. The new science of success Pages 2 - 3

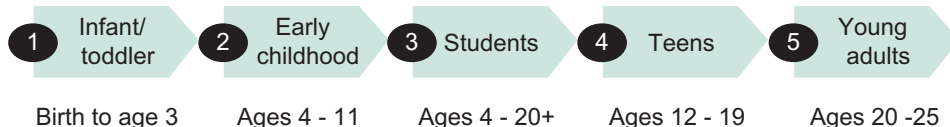
Human motivation is a complex subject which has been the focus of many different theories over the years. The reason for this interest is obvious – motivation is one of the greatest keys to success and has a tangible dollar-and-cent value to business organizations the world over. Motivation is the fuel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

2. Unlocking the DNA of champions Pages 4 - 6

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

3. How to motivate your children Page 7

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



4. Strategic goal achievement. Page 8

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



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