

## THE STRENGTH OF REASON WHY

### Thinking Agility Exercise 2

**5 minute exercise: How to strengthen your motivation whilst working towards your goal**

**Key points to consider:**

- The reason why to make a difference must be stronger than the reason not to make a difference in order for action to be taken.
- You will either be motivated towards something you desire or away from something you don't want.
- It is useful to know whether you are towards or away from motivated. Think about your language to pick up clues; achieve, get, win, succeed, discover and gain, are clues for someone moving towards pleasure. Avoid, get rid of, get away from, steer clear of, are all clues of someone moving away from pain.
- Only when the pain is worse than the benefit of the current situation, will the reason why be strong enough.

What are your goals for this week? Pick one or as many goals as you want to think about and ask yourself the following questions:

1. What are the reasons I want to make these differences?
2. What are my strongest reasons?
3. How important is this to others? (My team, my company, my clients, my stakeholders?)
4. If my reason why is low, what could I possibly do to increase my reasons for wanting to make these differences?