



EXERCISE 7

When it comes to motivation there are generally *three levels of motivation*:

Level One – Material Motivation: Material motivation is the most basic human motivation. The need for food, shelter, clothing, and other basic material needs provides motivation to you every day.

Level Two – Respect and Recognition: Operating at a much deeper level of human nature, the attainment of respect and recognition from peers and mentors is a much longer lasting and more meaningful type of motivation.

Level Three – Legacy and Purpose: At this level of motivation, the conversation shifts from you and your lives, to the impact you will have beyond our lifetime.

With respect to Material Motivation there are two types of people e.g., either a “**Stick**” or a “**Carrot**” person.

Stick Person: Is *primarily motivated* by the *avoidance of pain*. Their actions are generally in response to some anticipated pain and avoiding it. They learn a new skill, so they don’t lose the job, they are behind on the car payment so they look for additional work. They respond to and move away from negative material outcomes.

Carrot Person : Is *primarily motivated* by the *prize*, the *potential*, and the *possibilities*. The big house, the nice car, and the fancy watch motivate them to earn. The hard body, the way they look in the swimsuit, motivate them to work out.

Based on the example above, are you a *Stick* or *Carrot* person?

Using the example above, list three things that are **Material Motivators** at this point in your life.

1. _____
2. _____
3. _____

Now list three things that are **Respect & Recognition Motivators** at this point in your life.

1. _____
2. _____
3. _____

Lastly list three things that are **Legacy & Purpose Motivators** at this point in your life.

1. _____
2. _____
3. _____

