

BULLETPROOF **MOTIVATION**



CHECKLIST

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Where does motivation come from?

- Motivation is less the result of thoughts and more the result of emotions
- Strong emotions control our thoughts and drive our behaviour
- These emotions are leftover from our evolutionary history and are designed to help us stay alive
- Unfortunately, many of these emotions are now somewhat time displaced and can prevent us achieving what we need to or want to

Maslow's Hierarchy of Needs

- This shows us how our brain and body prioritizes things in order for us to be happy and fulfilled
- The highest state is "self-actualization."
 - ☐ But we cannot reach this point without first achieving the lower rungs.
 - ☐ The bottom rung is "physiological needs."
 - ☐ In other words, our brain will fight us to focus on physiological needs until those are met. Only then can we move onto higher aspirations.

The hierarchy is as follows:

- Self-Actualization – A drive to be the very best version of yourself
- Esteem – Respect, social standing
- Love and Belonging – Family, friendship, community
- Safety Needs – Shelter, warmth
- Physiological Needs – Food, water, sex

Your mind is going to always turn to those bottom items until they are satisfied, and only then can you work toward actualization.

- Our brain also prefers emotional stimulus that is immediate and present

Visualization

We can use visualization in order to create motivation

- All thought involves a form of visualization according to the most recent psychological theories.
- Embodied cognition explains that we only understand the world around us by picturing things happening and sensing them with our bodies.
- We draw on our own physical experiences to understand other people's account and descriptions
- When you visualize something such as a goal, it triggers the release of neurotransmitters and hormones as though it were really happening.
- Goals should therefore have an immediate and emotional aspect to them.

Goal Setting

- Correct goal writing means focusing not on the distant goal – such as losing weight or getting rich. Instead, good goal writing focusses on the immediate here and now. This means:
 - Eating fewer calories today
 - Exercising X times per week
 - Saving N amount of money each day

These small steps are far more measurable, specific, and actionable. You can then “win or lose” on a day-by-day basis.

The NAVY SEAL Approach

- The Navy SEALs use a technique called “segregation.” This means breaking down a challenge into its smallest steps and focussing on only those steps.
- If you need to complete Hell Week (a week of extremely tough challenges) then don’t focus on completing the week. Focus on completing the next hour.
- Navy SEALs can also use a strategy called disassociation to detach themselves from what’s happening around them.
- They also use something called 4-by-4 for Four, breathing. This involves:
 - Breathe in for four seconds
 - Hold for four seconds
 - Breathe out for four seconds
 - Hold for four seconds
- Disassociation or “non-responsiveness” can also be achieved by using chants and mantras that help you change your focus. Combine this with meditation to train the brain.