

BULLETPROOF MOTIVATION

Where does motivation come from?

- Motivation is less the result of thoughts and more the result of emotions
- 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
- Strong emotions control our thoughts and drive our behaviour

Visualization

We can use visualization in order to create motivation

- Embodied cognition explains that we only understand the world around us by picturing things happening and sensing them with our bodies.
- 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.
- All thought involves a form of visualization according to the most recent psychological theories.
- We draw on our own physical experiences to understand other people's account and descriptions

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.
 - 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 bottom rung is "physiological needs."
- 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
 - Physiological Needs – Food, water, sex
 - Safety Needs – Shelter, warmth
- 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

Goal Setting

- Focus 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

- Don't focus on completing the week. Focus on completing the next hour.
- Disassociation or "non-responsiveness" can also be achieved by using chants and mantras that help you change your focus.
- "Segregation." technique.
- Strategy called disassociation to detach themselves from what's happening around them.
- 4-by-4 breathing approach.
 - Breathe in for four seconds
 - Hold for four seconds
 - Breathe out for four seconds
 - Hold for four seconds
- Breaking down a challenge into its smallest steps and focussing on only those steps.
- Combine this with meditation to train the brain.

BULLETPROOF MOTIVATION

1. Where does motivation come from?

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

2. Maslow's Hierarchy of Needs

- 2.1. This shows us how our brain and body prioritizes things in order for us to be happy and fulfilled
- 2.2. The highest state is "self-actualization."
 - 2.2.1. But we cannot reach this point without first achieving the lower rungs.
 - 2.2.2. 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.
 - 2.2.3. The bottom rung is "physiological needs."
- 2.3. The hierarchy is as follows:
 - 2.3.1. Self-Actualization – A drive to be the very best version of yourself
 - 2.3.2. Esteem – Respect, social standing

2.3.3. Love and Belonging – Family, friendship, community

2.3.4. Physiological Needs – Food, water, sex

2.3.5. Safety Needs – Shelter, warmth

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

2.4.1. Our brain also prefers emotional stimulus that is immediate and present

3. Goal Setting

3.1. Focus 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:

3.1.1. Eating fewer calories today

3.1.2. Exercising X times per week

3.1.3. Saving N amount of money each day

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

4. The NAVY SEAL Approach

4.1. Don't focus on completing the week. Focus on completing the next hour.

4.2. Disassociation or “non-responsiveness” can also be achieved by using chants and mantras that help you change your focus.

4.2.1. Combine this with meditation to train the brain.

4.3. "Segregation." technique.

4.3.1. Breaking down a challenge into its smallest steps and focussing on only those steps.

4.4. Strategy called disassociation to detach themselves from what's happening around them.

4.5. 4-by-4 breathing approach.

4.5.1. Breathe in for four seconds

4.5.2. Hold for four seconds

4.5.3. Breathe out for four seconds

4.5.4. Hold for four seconds

5. Visualization

5.1. We can use visualization in order to create motivation

5.1.1. Embodied cognition explains that we only understand the world around us by picturing things happening and sensing them with our bodies.

5.1.2. When you visualize something such as a goal, it triggers the release of neurotransmitters and hormones as though it were really happening.

5.1.3. Goals should therefore have an immediate and emotional aspect to them.

5.1.4. All thought involves a form of visualization according to the most recent psychological theories.

5.1.5. We draw on our own physical experiences to understand other people's account and descriptions