

"THE ELITE PERFORMANCE SERIES"™ REPORTS
by
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REPORT ONE

**"THE MOTIVATION PEOPLE PATTERN"™
By
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One of the most intriguing aspects about human behavior lies in the area of Motivation. Many consider it to be a great mystery.

Once you learn "*The Motivation People Pattern*"™ you will have unlocked the secrets to what is widely perceived as an enigma. This "*People Pattern*"™ reveals the key to the trigger called Motivation. It is this trigger which spurs us to take action. It is "*The Motivation People Pattern*"™ which lies at the basis of all conscious and sometimes unconscious actions in life.

Motivation comes down to the following:

When you understand the basic fundamental reasons why anyone does anything in life, you will have discovered the basic keys of *Motivation*. The basic reasons why people do (or do not do things) in life comes down to two things: carrots and sticks.

So what is Motivation? Motivation is the Science of Carrots and Sticks. It is precisely these Carrots and Sticks which are the keys to motivating anyone including yourself.

- 1) Individuals who are motivated by carrots are motivated to do something because they want to attain certain things or to achieve a specific goal. They exhibit the "*Move Toward People*

*Pattern*TM. The “carrot” element derives from the fact that the “*Move Toward*” person responds in a sense like the familiar donkey who is motivated to move or to act by having carrots dangled in front of him.

On the other hand,

- 2) Individuals who are motivated by sticks are motivated to do something because they want to avoid certain things, people or situations. They exhibit the “*Move Away From People Pattern*”TM. Once again, the proverbial donkey which only moves or reacts to being beaten by sticks is the source of this “stick” figure of speech.

In short, “*Move Toward*” people are motivated by rewards and incentives (having carrots dangled in front of them for the taking) and “*Move Away From*” people are motivated by threats and punishment (being beaten by sticks).

In fact, this “*People Pattern*”TM may be considered to be part of the human condition in that this attraction/aversion principle has been around for centuries. Most people in our society exhibit the normal “*People Pattern*”TM of “*Move Toward*” or “*Move Away From*”. In some extremely rare cases, due to some highly unusual childhood incident or event, the *Move Toward/Move Away From* pattern may be reversed. It is highly unlikely that you will come across this type of anomaly.

A ‘normal’ person *moves toward* situations, things, tasks, people or circumstances with which he or she associates enjoyment and satisfaction. Meanwhile, a ‘normal’ person *moves away from* things, circumstances, etc. which he or she considers to be painful, disagreeable or abhorrent. So, in general, then, *Move Toward* people are motivated by things that they desire or want to achieve whereas *Move Away From* people are motivated by things, situations or people they want to avoid.

In the context of both your professional and personal lives, many of you have probably noticed that you may not always be motivated to do something. What makes the difference? Also, if you are a manager, you may not always be able to motivate your employees. What makes the difference? As a parent, you may not always be able to motivate your children. What makes the difference? The difference between motivating or not motivating yourself and others comes down to one fundamental reason.

The reason that you are not able to motivate yourself or to get your employees or your kids to engage in a task or to do anything for you is because you do not use the appropriate *“Motivation People Pattern”™*.

This is why an understanding of *“The Motivation People Pattern”™* is so critical a part of communication with others. Once you grasp the difference between the two triggers, *“Move Toward”* and *“Move Away From”*, and then begin to apply this knowledge to your personal interactions, you will greatly enhance your ability to communicate with people who do not think like you do in both your personal and professional lives.

In our present day world where the ability to communicate effectively has been drastically curtailed by the growing and very impersonal internet conversations rather than “face to face” dialogues, it is all the more important to be able to understand how other people think. A knowledge and practical use of *“The Motivation People Pattern”™* empowers you to do so and it will increase your ability to connect with others in a more meaningful way.

When you use the incorrect trigger to motivate another person, including yourself, for that matter, you will get either a negative reaction or indifference to varying degrees depending on the person or simply a thought or a look of incredulity. For example, if you use carrots to motivate a *“Move Away From”* person, you will usually elicit a reaction of sheer indifference or else a thought reaction from that person like: “What are you talking about?” A *move toward* trigger

simply does not compute in the mind of the “*Move Away From*” person. Rewards and incentives don’t mean a thing to “*Move Away From*” People. They are only moved to take action by threats and punishment.

The reverse is also true. A *move away from* trigger will not compute in the mind of the “*Move Toward*” person. You can probably imagine what the reaction would be if you were to use sticks instead of carrots to motivate a “*Move Toward*” person. A “*Move Toward*” person finds it inconceivable that another individual would threaten him or her with sticks (punishment and the like).

If the flexibility and threshold of the “*Move Toward*” person is minimal or very low, you may find that threatening this type of individual will provoke him or her to outright anger. This is often true of high achievers who do not particularly appreciate anyone getting in the way of their accomplishing their goals. In any case, “*Move Toward*” People can’t imagine that anyone could be motivated by anything other than rewards and incentives. To be otherwise seems insane to the “*Move Toward*” person.

The following is a good rule of thumb when it comes to “*The Motivation People Pattern*”™ and other “*People Patterns*”™ as well:

In general, it is very difficult to understand how another person can think in a way that is not like the way you think.

In regards to “*The Motivation People Pattern*”™, it is very difficult to understand how another person can have a different motivational trigger than you do.

No matter whether you are “*Move Toward*” or “*Move Away From*” in orientation, whenever someone else attempts to motivate you with the opposite motivational trigger, you will think that the person or people are either idiots or else insane. Carrots don’t compute into sticks and vice versa. You can spend weeks, months and even years

until you are blue in the face threatening a “*Move Toward*” Person and the same amount of time placing incentives on the table for a “*Move Away From*” person.

In fact, doing so gets you nowhere in both cases. Human nature is such that we continue to do things even when they don't work. We get stuck in our own patterns and have trouble seeing how other people think differently than we do. This is why an understanding and an ability to apply “*The Motivation People Pattern*”™ is key to enhancing communication, to influencing others in a positive way, and of course to motivating yourself and others.

Also, once given the correct motivational trigger, the degree to which a person is motivated to act depends on the intensity of the situation, thing or whatever is involved. For example, the more intense the enjoyment or pleasure of the situation, event, thing, etc. the stronger the *move toward* behavior will be. At the same time, the more intense the aversion or pain happens to be, the stronger the *move away from* behavior that results.

One more thing. In teaching students and clients about *People Patterns*™, I always stress the importance of balance. There may be times when it is more appropriate to embody one *pattern* rather than another. This comes with an understanding of your own *patterns* and how you interact with others most effectively.

Now that you know this wonderful Secret about Motivation, it is time to learn how to identify which “*Motivation People Pattern*”™ you embody as well as your employees, family members, friends, etc. Actually, it is easy. You just have to ask a simple question: What do you want (in a relationship, in an employee, in a car, etc)? *Move Toward* people will tell you what they WANT. By contrast, *Move Away From* people will always tell you what they DON'T want. Of course, for the sake of space I am keeping this simple and sweet. There is much more.

Last and certainly not least, since there is indeed oh so much more I could say here about different aspects of “*The Motivation People Pattern*”, how to recognize it, apply it, etc. (This topic is an entire chapter of our book. See below.) Realize this, however. Knowing whether a person is “*Move Toward*” or “*Move Away From*” is only part of the picture when it comes to the TRUTH about motivating yourself and others. There is yet another key to the puzzle known as Motivation which I have explained in this report. The other key is one that goes hand in hand with the “*Move Toward/Move Away From People Pattern*”™. It takes us to a refined understanding of the workings of the mind and provides still another tool in our knowledge of how to motivate ourselves and other people.

This complementary tool happens to be a different “*People Pattern*”™ which goes along with “*The Motivation People Pattern*”™. The entire topic as well as all nine of our “*People Patterns*”™ are presented and explained extensively in our book on the subject called “*People Pattern™ Power: The Nine Keys to Business Success*”, which I co-authored with my husband, Wyatt. In this book, we teach you how to apply all nine “*People Patterns*”™ in the following business contexts:

- Management
- Sales
- Negotiations
- Training
- Personnel and Hiring

If you would like to have a competitive edge over your customers and clients, then it is vitally important to learn and to apply all of the “*People Patterns*”™!

If you would like to know the secrets that lie at the basis of successful communication in your professional and personal life, then the time has come to learn all of the “*People Patterns*”™!

If you would like to understand how your customers and clients think and, thus, enhance your communication with them, it is important to learn and to apply all of the “*People Patterns*”™!

If you don’t want to be at a disadvantage with your competition, then you really need to learn all of the “*People Patterns*”™!

If you don’t want to miss out on the secrets of effective communication in all contexts of your life, then you should learn all you can about the “*People Patterns*”™!

If you don’t want to lose out on profiting from of an expanding global market, then you should gain an understanding of the “*People Patterns*”™!

Do you know where you are?

Wouldn’t you like to learn more?

A handwritten signature in cursive script that reads "Marilynne Woodsmall". The signature is written in a dark grey or black ink on a white background.

Marilynne Woodsmall

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