

## Appendix A—Questions, Answers, and Motivation

**Values** - What's important to you about...?

Answer: power words and phrases
---------------------------------

**Toward-Away** - Why is that important?

	<b>Toward</b>	<b>Away</b>
Answer:	get/have	not lose, wouldn't
Motivation	achieve goal	avoid consequences

**Internal-External** -

How do you know you've done a good job?

	<b>Internal</b>	<b>External</b>
Answer:	I just know.	People tell me.
Motivation:	You might consider	Experts say...

**Options-Procedures** -

Why did you choose your current job?

	<b>Options</b>	<b>Procedures</b>
Answer:	short phrases	tells a story
Motivation	choice freedom	step-by-step process

**Response to Change** - What's the relationship between your job this year and last year?

	<b>Sameness</b>	<b>Progress</b>	<b>Difference</b>
Answer:	same similar	improved enhanced	new different

**Passive-Active -**

Tell me about the best job you ever had.

	<b>Passive</b>	<b>Active</b>
Answer:	People told me what to do	I just get things done
Motivation	Haven't you waited long enough	Just do it! Go for it!

**Convincer strategy** - How do you know if someone is good at their job? How many times do you need to (see, hear, read, do) to become convinced?

Answer:	see, hear, read, do once, number of times, over time, every time
---------	--

If you find even better words or phrases to motivate each of these styles, email them to: [lpqB s k o cetqu@go](mailto:lpqB s k o cetqu@go) or mail to: [Mp qy Y ctg'Kvgt pcvkpcn'KpeOf dc'Nkguct'48; 8 UOE qm tcf q'Drx f 0'Uwkg'777.'F gpxgt.'EQ': 2444](mailto:Mp qy Y ctg'Kvgt pcvkpcn'KpeOf dc'Nkguct'48; 8 UOE qm tcf q'Drx f 0'Uwkg'777.'F gpxgt.'EQ': 2444)

## Bibliography

Barker, Joel, *Future Edge*, William Morrow, NY, 1992,  
Charvet, Shelle Rose, *Words that Change Minds*,  
Kendall-Hunt, 1999.

Cialdini, Robert, *Influence—The Psychology of Persua-  
sion*, William Morrow, NY, 1993.

Dilts, Robert, *Sleight of Mouth*, Meta Publications,  
Capitola, CA, (1999).

Faulkner, Charles, *The Mythic Wheel of Life*, Genesis II  
(audio), 1993.

Laborde, Genie, *Influencing with Integrity*, Syntony,  
Palo Alto, 1987.

Rogers, Everett, *The Diffusion of Innovations*, Free  
Press, 1995.

Schwartz, Peter, *Art of the Long View*, Doubleday, NY,  
1996.

## Ever Wish You Had A Magic Wand That Could Motivate Everyone?



The *How to Motivate Everyone* video will guide you through the five styles of mental motivation. You'll learn how to detect and use them to get people moving toward useful outcomes without alienating anyone. Thousands of people are using these new and improved communication tools, and only you can decide if they are right for you. The five motivation styles include:

**Achievers–Problem Solvers:** Achievers tend to set goals, move *toward* them, and achieve them. Problem solvers move *away from* possible difficulties and consequences.

**Leaders–Followers:** Leaders gather information and decide for themselves. Followers tend to ask other people for direction on which way to go.

**Innovators–Processors:** Innovators like *choices* and *alternatives*. Processors like to make things *right* by following and finishing *procedures*.

**Doers–Thinkers:** Doers like to *just do it*. Thinkers like to *reflect* about things before doing them.

**Evolutionaries–Revolutionaries:** Fundamentalists like things the *same*. Evolutionaries like things to get *better*. Revolutionaries like *new* and *different*.

This 40-minute content-packed video comes with a 24-page booklet about each of the motivation styles. It contains specific questions and irresistible language for influencing and motivating each of the five styles.

## ***What Makes People Tick?***



With the **Motivation Profile™** you will begin to discover how to use your personal:

- **motivation style**—*toward-away, internal-external, options-procedures, passive-active, sameness-progress-difference.*

- **communication style**—visual, auditory, or kinesthetic. Do you prefer to see, hear, or feel?
- **core values**—people, places, information, activities, or things. What you value determines your motivation.
- **time orientation**—Where do you spend your time: in the past, designing the future, or enjoying the present?

### **Resolve Communication Conflicts Easily**

Your clients want to communicate more effectively with their families, friends, and co-workers. They know they have difficulties, but they don't know why! The Profile can help.

With this profile, you can understand how to:

- **motivate everyone** without spending a lot of money
- **create learning organizations** by exploring personal and shared vision, mental models, team learning.
- **increase innovation** by engaging dreamers, realists, and critics
- **reduce conflict** in teams and couples
- **profile and hire top performers** for every job

Test drive the profile at [www.quantum-i.com/profile.cgi](http://www.quantum-i.com/profile.cgi) or the complete profile is available online at **[www.motivationprofile.com](http://www.motivationprofile.com)**

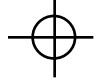


**Jay Arthur** is a transformational speaker and resultant that works with people who want to master the mysteries of the mind and companies that want jungle medicine for the corporate soul. A self-described "corporate shaman," he is a Certified Master

and Health practitioner of NLP and an Inkan shaman. Jay uses the profile with clients to accelerate their corporate evolution, create breakthroughs in communication, and create quantum improvements in speed, quality, and cost. To find out how to book Jay for keynotes, seminars and workshops on **How To Motivate Everyone**, call Jay at **(888) 468-1537**.

Here's what people are saying about **How To Motivate Everyone** seminars:

- The material was excellent. I am definitely going to use this stuff!
- Very helpful. I appreciated the opportunity to practice techniques. Good examples.
- This was a fun and informative session. Thanks for the insight.
- Enjoyed the lighthearted nature of this session. The information will take some practice, but I'm confident I can apply it.
- Jay is interactive, informative, and entertaining. My attention did not wander once.
- Jay was an excellent and non-judgemental presenter.
- Highly recommend him for future conferences.



MOTIVATE EVERYONE

143

**LifeStar Publishing**  
**2696 S. Colorado Blvd., #555**  
**Denver, CO 80222**



# Yes! I want to Motivate Everyone!

Please send the following:

Qty		S&H	Price
	Motivate Everyone! Video #160	\$7	\$59.95
	Motivate Everyone Book (#170)	\$5	\$21.95
	Profile Guidebook (#104)	\$9	\$39.95
	Motivation Profile (#100)	\$5	\$9.95
<b>Total + S&amp;H (Int'l 5X higher)</b>			

**To Order, Call, Mail, or FAX your order to:**

**LifeStar**, 2696 S. Colorado Blvd., #555 Denver, CO 80222

**(888) 468-1536 (FAX)**      (888) 468-1535 (phone)

Please type or print clearly

Your name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ Apt/Ste. \_\_\_\_\_

P.O. Box: \_\_\_\_\_

City, ST, Zip \_\_\_\_\_, \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_-\_\_\_\_\_

VISA/MC \_\_\_\_\_

Exp. \_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_

**60 Day Money-back guarantee**