

Turning Conflict into Cooperation!

How to Motivate Everyone

DENVER, December 1, 2001 — Consumer confidence is at its lowest point in three years, the Fed is cutting interest rates, and productivity is declining because employees are worried about the economy. So, how do you get people motivated when their environment is negative?

In the book *How to Motivate Everyone*, author Jay Arthur offers the seven keys to understanding and motivating everyone in your life without spending a dime or alienating anyone. The keys are beliefs, values, and the five mental motivation styles. They say talk is cheap, but it can motivate anyone. Your listeners will learn how to use simple questions to discover anyone's motives and irresistible language to influence and motivate them more easily than they ever dreamed possible.

Limiting beliefs can stop people's motivation. The five limiting beliefs are: hopeless, helpless, worthless, useless, and blameless. "Sleight-of-mouth" questions can transform these limitations into an invitation to explore what's possible, capable, valuable, desirable, and responsible.

Values motivate people to action. There are five core values: people, places, knowledge, activities, and things. Various people value relating, being, learning, doing, getting or having. To discover someone's values just ask: "What's important about your job? ...marriage? ...house? ...car?" The words or phrases they answer *are* their values. Just use these words to motivate them.

The five Motivation Styles each consist of two opposing attitudes and unique language:

- 1. Achievers and Problem Solvers:** Achievers tend to move *toward* their goals and *achieve* them. Problem solvers move *away from* possible difficulties and consequences.
- 2. Leaders-Followers:** Leaders gather information and *decide for themselves*. Followers tend to *ask other people* for direction on which way to go.
- 3. Innovators-Processors:** Innovators like *choices* and *alternatives*. They love to *break the rules* and may have a hard time finishing projects. Processors like to make things *right* by following and finishing *procedures*.
- 4. Doers-Thinkers:** Doers like to *just do it*. Thinkers like to *reflect* about things first.
- 5. Evolutionaries-Revolutionaries:** Evolutionaries like to make things better. They like change every 7 years. Revolutionaries like *new* and *different*. They initiate change every 1-2 years.

The 144-page book *How to Motivate Everyone* is available from Amazon.com or by calling (888) 468-1535. Price: \$21.95. To learn more about Jay Arthur go to www.quantum-i.com.

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Author Biography



Jay Arthur, the KnowWare® Man, works with managers who want to turn conflict into cooperation and companies that want to save \$250,000 and add it to the bottom line.

Growing up in Tucson, Arizona, Jay was obsessed with *how* people do things well. While the other kids were pumping iron, Jay was pumping mind. He began to study what works and what doesn't. He began to look for clues to human excellence.

Jay found that the brain is like a *computer* and the mind is like *software*. But software for your mind, what Jay calls KnowWare, is much more rich and sophisticated than COBOL, HTML, or JAVA. Your mind uses seeing, hearing, feeling, smelling, and tasting as part of its programming "code." The mind, just like software, has modular routines that handle everything from tying a shoelace to driving a car while you're talking on your cell phone and planning your next meeting.

Jay found that when you change your mind, you change your life. It's possible to shed the past, design your destiny, and succeed at anything if you take the time to learn to do it well.

One of the keys to success is "interpersonal" skill: the ability to get along with and motivate other people. This book distills the best of what Jay has discovered about how to motivate everyone.

Jay is the co-author of the Motivation Profile and his new book *Motivate Everyone*. Jay is a certified master practitioner of Neuro-Linguistic Programming (NLP)—the science of personal excellence.

Jay Arthur has written five John Wiley and Sons books on software engineering as well as Six Sigma Simplified. He was trained in the Deming Award Winning Florida Power and Light improvement process in 1990. In 1995, Jay helped a Baby Bell save over \$36 million dollars in billing expense and reduce computer system downtime in key online applications from 100,000 minutes/week to less than 26,000 min/week in just six months. In 2000, Jay helped a wireless company eliminate five main service order errors and increase service order accuracy from 65-91% in four months. Jay is the author of Six Sigma Simplified and the QI Macros for Excel—a software package that automates all of the charts, graphs, and documents required for quality improvement. Jay holds a BS in Systems Engineering from the University of Arizona.

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Interviewer Questions

Questions

Answers

1. What are the keys to human motivation? (beliefs, values, motivation styles)
2. How can you motivate someone without spending a dime? (Language)
3. How can you discover someone's values? (Ask: What's important about...?)
4. How do you find out someone's motivation style? (Ask "trick" questions)
5. What are some irresistible phrases for motivating any particular style?
6. How can I apply your theories right away in the workplace and at home?
7. How can you use what you learn about someone's motivation style to:
 - Turn conflict into cooperation?
 - Create high performance teams?
 - Influence bosses, peers, or employees?
 - Hire the right person for the right job?
 - Design your marketing to maximize results?
8. How can you use what you learn about your family's motivation style to:
 - Reduce conflict and improve cooperation?
 - Influence your spouse or children more effectively?
9. What's the difference between motivation and manipulation? How can we motivate everyone without alienating anyone?
10. What can stop someone's motivation and how can we help remove the barriers to motivation? (5 limiting beliefs)
11. Who are the hardest people to motivate and what are some irresistible language tips for influencing these folks? (Leaders and thinkers)

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How to Motivate Your Family and Friends

by Jay Arthur

Ever have trouble getting that special someone in your life—spouse, kids, or friends—to do what needs doing? Well, here are some proven ideas that you might consider to move everyone to action without manipulating or alienating anyone.

There are five key motivation programs that run in the background of our minds. These “motivation programs” filter our experiences and trigger our responses. In any relationship, differing motivation programs can cause conflict. One spouse may want to take a promising new job with a higher salary and more influential title; the other spouse may worry about how it will affect their relationship or the kids. Either side may believe that the other person isn’t listening to them or respecting their opinion.

Achiever-Problem Solver

When my wife, Shirley, and I try to plan our Friday evening, the conversation usually goes something like this:

“Would you like to go to a movie *or* out to dinner?” I ask.

“Well, I wouldn’t want to see anything too violent or eat too much,” she replies.

“We could see the new Julia Roberts’ movie or we could eat at Piccolos,” I reply.

“Let’s go to the movie first, and then eat,” she says.

In this situation, I’m using what’s called *toward* language and she is using *away from* language. I’m talking about what we can do—movies or dining—and she’s talking about what she wants to *avoid*—violence and too much food. Toward people move toward pleasure and possibility. They are achievers; they easily move toward their goals and objectives. *Away from* people move away from possible pain. They make good problem solvers, editors, and evaluators. Much of healthcare is diagnostic problem solving.

Shirley has learned to motivate me by talking about what we can *do*, *achieve*, or *accomplish*. I’ve learned to motivate her by talking about what we can *avoid* by taking certain actions. By understanding and using each other’s styles, we create deeper rapport and connection.

Leader-Follower

When our daughter was a teenager, Shirley would try to get her to clean up her room with little success. Whenever the discussion began to escalate, I’d use this simple phrase: “Kelly, *don’t think* about how nice your room will look *after* it’s clean, and how much more time your friends will want to spend with you.” In about an hour, the room would be clean. Why? Because I matched the motivation style of virtually all teenagers—teenagers are *internal* and *away from* their parents, and *external* and *toward* their friends. I said “don’t think” and so she *had* to think about it. Then I painted a picture of a clean room with her friends in it.

This motivation style determines how we make decisions. *Internal* people gather information and use their intuition to make decisions. To motivate these leaders, use phrases like “you might consider... taking out the trash, doing your homework before it’s too late.” *External* people rely on others to help them decide what to do. At the extreme, they can be easily influenced to buy things they don’t want, or to do things that they don’t agree with. To motivate an external simply say: “Experts recommend...”.

Innovator-Processor

In our Friday night conversation, I offer my wife two choices and she replies with a procedure—first movie, then eat. *Procedures* people like to follow a step-by-step process and obey the rules. To motivate a procedural person get them started on the first step.

Options people are innovators. They have to try new ways of doing things. They like to break the rules, but can have trouble completing any project. To motivate options people, give them choices or another way of doing something: “Feel free to finish your homework before you consider going out to play.”

Doer-Thinker

Active people like to jump into the fray. *Passive* people wait for the dust to settle before they engage. They get into trouble by thinking about things for too long. To motivate a doer, say: “Just do it.” To motivate a thinker say: “Haven’t you waited long enough to get started on that project? Or are you going to wait until it’s too late.”

Evolutionary-Revolutionary

This motivation style determines how we respond to change.

Sameness people want the world to stay the same. They tolerate major life changes every 10 years and initiate them every 15-25 and represent only 5% of the population. Their password is “same.” These people are “settlers.”

Progress people like continuous improvement and gradual change. They represent 65% of the population. They tolerate annual changes and they tend to initiate life changes every 5-7 years. Their passwords are “better,” “improved,” or “progress.” These people are the “pioneers.”

Difference people are innovators, entrepreneurs, and revolutionaries. They like to initiate change every 18-24 months and make up the remaining 30% of the population. Their passwords are “new” or “different.” They are the “paradigm shifters.”

Summary

These five motivation programs—toward-away, internal-external, options-procedures, active-passive, and sameness-progress-difference—have tremendous power once you understand the simple words and phrases that can trigger each of these motivations. Each person you know will have a unique combination of these programs for various situations. Once you have an idea about their motivation style, try using the simple words and phrases in this article to trigger their motivation. You’ll be surprised how much more you can accomplish and how much closer it will bring you together with the people you know.

Jay Arthur is a transformational speaker and consultant who works with people who want to motivate individuals and groups to peak performance. He is the author of *How to Motivate Everyone*—144 pages of no-nonsense advice for motivating people without spending a dime or alienating anyone. Take Jay’s FREE motivation profile on-line at <http://www.quantum-i.com/profile.cgi>.