

Appendix A—Questions, Answers, and Motivation

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

Answer: power words and phrases

Toward-Away - Why is that important?

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

Internal-External -

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

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

Options-Procedures -

Why did you choose your current job?

	Options	Procedures
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?

	Sameness	Progress	Difference
Answer:	same similar	improved enhanced	new different

Passive-Active -

Tell me about the best job you ever had.

	Passive	Active
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
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If you find even better words or phrases to motivate each of these styles, email them to: lifestar@rmi.net or mail to: LifeStar, 2244 S. Olive St., Denver, CO 80224.

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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.

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- **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?

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Test drive the profile at www.quantum-i.com/profile.cgi or the complete profile is available online at **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.**

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- The material was excellent. I am definitely going to use this stuff!
- Very helpful. I appreciated the opportunity to practice techniques. Good examples.
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- 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.
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- Highly recommend him for future conferences.



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