

'An essential read for anyone who wants to regain control of their well-being, happiness and sense of purpose'

— Josh Berger, President & Managing Director,
Warner Bros. Entertainment UK, Eire & Spain



MOTIVATE YOURSELF

GET THE LIFE YOU WANT, FIND
PURPOSE AND ACHIEVE FULFILMENT

ANDRO DONOVAN



CAPSTONE
A Wiley Brand

Motivate Yourself

**Get the life you want, find purpose and
achieve fulfilment**

ANDRO DONOVAN



CAPSTONE
A Wiley Brand

This edition first published 2016

© 2016 Andro Donovan

Registered office

John Wiley & Sons Ltd, The Atrium, Southern Gate, Chichester, West Sussex, PO19 8SQ,
United Kingdom

For details of our global editorial offices, for customer services and for information about how to apply for permission to reuse the copyright material in this book please see our website at www.wiley.com.

The right of the author to be identified as the author of this work has been asserted in accordance with the Copyright, Designs and Patents Act 1988.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, except as permitted by the UK Copyright, Designs and Patents Act 1988, without the prior permission of the publisher.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com.

Designations used by companies to distinguish their products are often claimed as trademarks. All brand names and product names used in this book and on its cover are trade names, service marks, trademarks or registered trademarks of their respective owners. The publisher and the book are not associated with any product or vendor mentioned in this book. None of the companies referenced within the book have endorsed the book.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. It is sold on the understanding that the publisher is not engaged in rendering professional services and neither the publisher nor the author shall be liable for damages arising herefrom. If professional advice or other expert assistance is required, the services of a competent professional should be sought.

Library of Congress Cataloging-in-Publication Data is available.

A catalogue record for this book is available from the British Library.

ISBN 978-0-857-08690-7 (pbk)

ISBN 978-0-857-08698-3 (ebk) ISBN 978-0-857-08699-0 (ebk)

Cover Design: Wiley

Cover Image: © Melodist/Shutterstock

Set in 11/14 SabonLTStd by Aptara Inc., New Delhi, India

Printed in Great Britain by TJ International Ltd, Padstow, Cornwall, UK

‘An inspiring guide to one thing we all want in our lives, a stronger sense of aliveness, purpose and fulfilment.’

Alex Rossi, TV Correspondent

‘Andro has the unique experience of working with thousands of the most highly paid, valued and productive people in the world. Her insights are entirely unique given this perspective. If you’ve ever dreamed about what you would learn if only you could pick the brains of hyper-resourceful leaders, this book is a very close second.’

Daniel Priestly, Entrepreneur, Speaker and Bestselling
Author of *Entrepreneur Revolution*

‘How would you feel if today was the last day of your life? If you’d like to be capable of answering “fulfilled, happy and contented”, read this book.’

Andy Maslen, Author

‘*Motivate Yourself* is just like Andro Donovan’s consulting (only much less expensive!): very direct, tough, relevant and immediately useful. It gives us tools to discard the damaging and unhelpful thoughts we have within us and to magnify the empowering and liberating ones. Real wisdom here, reading this book is a fantastic investment of time and energy.’

Chairman, Director and Founder
Andrew Grene Foundation; Philanthropist

‘If you find yourself reflecting on the life you are leading, if you are wanting to create a life with purpose and more meaning, if you simply want to sense check your feelings to better plan your drive to reach self-fulfilment, this is the book for you.’

Lara Morgan, Investor and Entrepreneur

‘For all those leaders who’ve spent years motivating and inspiring others, this book provides a refreshing reminder that happiness and fulfilment come when you invest in your greatest asset: you. An easy read with lots of practical advice on how to be a better you.’

Jennifer Janson, Author, *The Reputation Playbook*;
Managing Director, Six Degrees

‘Motivate Yourself is the handbook for action and change, it makes you get up and do it ... a must for business men and women, with a warning that it delivers a powerful impact on your life!’

Sally Rustom, Founder and COO of Customer Consulting Ltd

*A dedication to my children.
May this book help you to connect to
your own wisdom and love.*

Contents

Introduction	1
Part One – Discover Yourself: A Journey to You	
1 Mind Your Values	19
2 Expressing Your Highest Self: Finding Your Purpose	39
Part Two – Free Yourself: What Gets in the Way of Your Happiness?	
3 We All Have a RAT	63
4 Saboteur RATs Are Running Amok	87
5 Wired for Satisfaction	115
Part Three – Motivate Your Life: Design the Life You Want to Live	
6 Envisioning	141
7 Life Planning – The Day to Day	163
8 Taking Care of Your Biggest Asset – You	185
Donovan's Ten Motivational Principles	209
References	211
Resources and Next Steps	213
About the Author	215
Acknowledgements	217
Index	219

Introduction

'I have looked in the mirror every morning and asked myself: "If today were the last day of my life, would I want to do what I am about to do today?" And whenever the answer has been "No" for too many days in a row, I know I need to change something.'

Steve Jobs

THIS IS IT

Wherever you are in your life right now, you may have arrived at the point where you are asking yourself: Is this it?

When you read that statement ‘This is it’ where are you putting the emphasis?

- This is it? – could mean you are questioning the quality of your life.
- This is it – could mean you realize there is no time like the present and life is for living right now.
- **This** is it – could mean you are celebrating a new-found experience.

Where you put the emphasis will reflect how you feel about your life right now!

So many people I meet have a diminished perspective of who they are and what they are capable of. They often completely underestimate what is possible for them in their lives.

In this book, I will be introducing you to tools that have helped hundreds of people break through their limitations and release their true potential.

I have had the privilege of working with thousands of people in over 20 countries; and after 25 years of experience, I can safely say that people fall into roughly speaking five categories. See if you can find yourself in one of the following:

1. You know what you want but are waiting for some future circumstances to happen before you can feel happy and fulfilled.
2. You know what you would like but do not feel you have the ability, confidence or resources to achieve it.
3. You don't know what you want but do know what you don't want.
4. You have lost sight of what's possible and have disengaged and resigned yourself to mediocrity.
5. You know what you want and are going for it but are often hampered by negative thoughts that inhibit your progress or journey.

Whichever category you find yourself in, this book will help you to move forward in a more positive and dynamic way.

So, ask yourself again: 'Why did I pick up this book?' There are a number of reasons and personal circumstances that may have prompted you to seek more motivation, meaning, purpose and fulfilment, so let's spend a little bit of time examining the plethora of reasons that may have prompted you to pick up this book.

- You may have reached a plateau in your life, and you are on a quest for more motivation and drive.
- You may be questioning the meaning of your life and your sense of fulfilment and purpose.
- Perhaps you have started a new job, or you are looking for your first job; maybe you have been made redundant and are having to take a long close look at what you want to do next.

- Perhaps your children have finally flown the nest and you are left with bags more time than you originally had as the lion's share of your life has been focused on looking after your family; now you finally have some time for yourself.
- Perhaps a major event may have caused you to take a harder, more analytical, view of your life.
- You may be simply looking for a boost of energy and drive so that you can start the next phase of your life in a more purposeful way.

Whatever circumstances you find yourself in, this book has the tools to help you motivate yourself, find meaning and discover your purpose, get a greater sense of fulfilment which will accelerate through to the next exciting stage of your life's adventure.

Together, we are going to go on a journey, and we will be travelling through different emotional landscapes until you arrive at a point where you feel ready to get motivated, engaged and purposeful in your life.

All you need to travel is this book and your journal.

How to read this book

I have organized the book into three distinct sections:

- 1. Discover yourself – A journey to yourself**

Here we explore what lights you up, what makes your life worth living, what you hold most precious and dear.

- 2. Free yourself – What gets in the way of your happiness?**

Here we will be surfacing all your negative thoughts and feelings that stop you from being the wonderful, self-resourcing person you could be.

Also in this section, we begin the work of re-wiring your existing mindset to make you a motivated and more fulfilled individual.

3. Motivate your life – Design the life you want to live

The third and final section provides a step-by-step guide including tools and tips you can implement immediately.

EVERYTHING STARTS WITH A DECISION

Transforming your life is not time related. It starts with a decision and a strong yearning and desire to have it be different, and then follows through with some radical actions.

Many people lack confidence, motivation, or are lost with no clear direction meaning or purpose. They are oblivious to what they are truly capable of. They are often underestimating what is possible for them in their lives.

It may be that they have no job, or it may be that they are a top level CEO; it does not matter where they are or who they are if they are not happy and fulfilled – if they don't experience a strong sense of purpose on some level, their life does not work.

Where they live in the privacy of their own head is what needs to be surfaced and examined.

Once again, ask yourself: Why did you pick up this book? Perhaps part of you is not really satisfied, but you don't dare admit it – not even to yourself – for fear of invalidating your life to date.

Sure you have made some great decisions – after all, you may on the surface have a successful life. You have the

luxury to provide the best things that money can buy for your children and family, but still there is something missing.

Part of getting to the answer of some of these deep questions is examining your purpose. It is vital to reconnect to the energy force and your values.

Everyone has values but are not necessarily conscious of them.

Becoming conscious of your values is an essential part of redirecting your focus, and we will be discussing this in much more depth in the first section of the book.

It is my experience that once individuals get a glimpse of what their life could be like, it's like a drug.

Then begins the quest of creating a life where they experience themselves as more fully engaged and expressed.

We race through our lives never pausing to consider who we really are and, more importantly, who we really want to be expressing.

Before I became a facilitator, my career began as an English Literature teacher when I taught in some of the roughest and toughest areas of London.

Here I would meet many teenagers, some of them coming from difficult homes, and I learned very quickly that the first lesson they had to learn was to believe in themselves. I believed that as their teacher I had a responsibility to get them to where they felt confident and strong.

Unfortunately, they had had years of being told:

- you are no good
- you are worthless
- you are bad
- you will never amount to anything.

The difficult ones would end up in ‘sin bins’ (classrooms manned by strict teachers where the pupil was not allowed to talk or leave the room for the whole day).

Others would be in exclusion units. I realized early on that while the school and teachers felt they were helping, all they were actually doing was supporting the body of evidence these children were gathering about themselves –‘I am not good enough, and I am not worthy’.

Getting these pupils to believe in themselves really paid off because, under the hard shell, they were just young people who had been let down and were disillusioned.

Does any of this sound familiar? My work as a facilitator focuses on getting people to stand back and challenge some of their limiting beliefs about what is possible for them. They may have inherited these beliefs from their home life, school life, classroom or cultural background.

However they have acquired these beliefs, they become accustomed to thinking of themselves as smaller than their problems, as victims of circumstance, and generally end up blaming others for their situation or for not having what they want in life. In this paradigm, we are all powerless to effect any change.

'I can't change the direction of the wind, but I can adjust my sails to always reach my destination.'

Jimmy Dean

The big challenge is to get back in touch with what we value, what lights us up, what motivates us in life.

Once this is achieved, we can begin to take a fresh look at every area of our life. We can stand in a place of possibility and choice rather than resignation.

It is my experience that once individuals get a glimpse of who they could be, they become passionate about creating a life where they experience themselves as more fully engaged and expressed.

THE INNOCENCE OF CHILDREN

As children we start out as positive, wide-eyed beings, willing to explore and get things wrong. At this early stage we do not have labels for these experiences, we are not preoccupied with success and failure, we just have experiences from which we learn.

Young children can drop an object from a table over and over again and find the whole process fascinating. Sooner or later the adults in our lives intervene and give us their view of the world. Eventually, we begin to adapt to other people's view of the world and how they view us.

We become preoccupied with seeking approval, conforming or rebelling. Expressing ourselves authentically and

dropping the armour-plated coating we have developed to shield us from external criticism, becomes one of our biggest challenges.

Living in the gap

- Are you living ‘in the gap’ between where you are now and where you want to be?
- Do you yearn to do great things, but ultimately remain in your comfort zone arguing for your limitations?
- Does the experience of fulfilment remain just out of reach, unrequited, like the mythological lovers portrayed in frescos – always chasing the object of their affections but never quite catching them?
- Do you keep yourself stuck by holding on to pain?
- Do you keep part of you hidden from view for fear of being judged, misunderstood or rejected?



Over to you

Look through these ten questions

Here is a taster of what we will be looking to do – some practical exercises to make this real. Just answer ‘Yes’ or ‘No’ to the following statements to find out how much you are living in the gap.

1. There is a part of you that remains hidden and unexpressed for fear of judgement.
2. You are constantly imagining a time in the future when you will be happy, e.g. when you have more money, have a better relationship, more freedom, are slimmer, have a bigger house ...
3. You have internal voices that let you know you are not good enough and not worthy.