

The Complete Guide to the  
*MotivAider*<sup>®</sup>  
Personal Achievement System

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## **Part I.**

# **PERSONAL ACHIEVEMENT THE MOTIVAIDER WAY**

Chapter 1 will provide you with a basic understanding of the MotivAider concept. First you'll learn why it is that we humans have so much trouble behaving in accord with our own good intentions. Then you'll find out how you can use the MotivAider to take charge of your own behavior. In Chapter 2, you'll learn how to design personal achievement projects that allow you to take full advantage of the MotivAider's capabilities.



## Chapter 1

# The MotivAider Concept

Meet David. He's a bright young executive who works for a dynamic company that's poised for explosive growth. David takes his career seriously. Eager to move up the corporate ladder, he understands the important role that personal image plays in creating opportunities for advancement. He wants to convey to others that he's a crisp, energetic and well-organized person. So he makes a point of presenting himself in every way that he possibly can as someone who possesses these qualities. He's always on the look-out for ways to improve his image and is always highly motivated to make whatever personal changes he feels will add to his prospects for success.

### Good intentions

David is concerned about a habit he has that detracts from the image he works so hard to convey. He slouches rather badly whenever he sits. David has known about his slouching habit for years. He's tried many times to improve his posture. Each time he tries, however, the same thing happens. His posture gets better for a short while. Then he starts slouching again.

A few days ago, after an important meeting at the office, a close friend and coworker gave David some feedback. He told David that his slouching made him come across as uninterested and uninvolved. David was horrified. After all, these are the last qualities he wants to project to his boss and others.

So David has *again* decided that enough is enough. It's time to declare all-out war on his poor posture. This time David really means business.

## Poor follow through

David has no trouble straightening his back whenever he catches himself slouching. There's absolutely nothing difficult or unpleasant about straightening up - no reason at all to avoid doing it. In fact, whenever something happens to call his attention to his posture, he immediately checks to see if he's slouching (which he usually is) and, without hesitation or fuss, he straightens up.

The only problem is, before he knows it, David is slouching again. As important as it is for him to maintain good posture, David continues to spend more time slouching than he does sitting up straight.

David is frustrated and baffled by his own failure. It makes no sense at all to him. Why can't he solve what seems to be such a simple problem? He wonders if perhaps he really isn't as motivated to succeed as he always thought he was. He questions whether there's some sinister, self-defeating force lurking within him that's intent on sabotaging his career plans. He even considers the possibility that there's something *wrong* with his mind. After all, David asks himself, how could any motivated person of *right* mind fail to make such a simple change in his own behavior?

## What's wrong with the human mind?

David is actually right to question whether there is something *wrong* with his mind. In a sense, there is. As a piece of equipment which is supposed to guide his behavior in accord with his own best interests, David's mind is clearly failing him. There is indeed something wrong with his mind. The good news for David - and the bad news for the rest of us - is that we all have the same problem!

The human mind is such an impressive piece of equipment that it's hard to even consider the possibility that there's something wrong with the way it's designed. After all, it takes in, stores and intelligently processes tons of information to



provide us with an endless stream of first-rate guidance. It does a great job of telling us what we *should* do to get what we want out of life.

Unfortunately, however, there is a *flaw* in the design of the equipment. And the flaw has a devastating effect on our ability to follow through on our good intentions. It routinely robs us of the benefits of our own motivation and causes us to waste much of the impressive guidance our minds produce. Yet, amazingly, the flaw has been largely overlooked by behavioral scientists, therapists, coaches, teachers and others who are in the business of helping people get the most out of themselves.

Once you recognize what the flaw is, you'll understand how a device as simple as the MotivAider can put you in charge of your own behavior. You'll see how a little instrument that does nothing more than count and shake will correct for a flaw that's been quietly preventing you from benefitting fully from your own intelligence and motivation.

Okay, enough suspense.

***What's wrong with the mind is that it has absolutely no built-in mechanism for keeping good intentions on "the front burner."***

Your good intentions are clearly the forces best qualified to control your behavior. But, in order to stay in charge, your good intentions must stay noticed. They must get your *attention* and hang on to it. The problem is, instead of bobbing around at the very top of your awareness, your good intentions typically sink to the bottom of your mind. Because they don't stay noticed, your good intentions don't stay in charge of your behavior.

## **How the mind (mis)treats good intentions**

Now that you've been introduced to the flaw, let's take another look at David's intention to improve his posture.

David doesn't start out *wanting* to improve his posture. What he *wants* is to be successful in his career. He *decided* to improve his posture only because he concluded that better posture will contribute to the success he wants. Like all intentions, David's is a commitment to do something he *doesn't* automatically want to do in order to get something he *does* automatically want.

David assumed his *intention* would be a powerful force in guiding his behavior. It seemed like a perfectly reasonable assumption to make. After all, improving his posture is the right thing to do. Shouldn't his intention roar like a lion? How come instead it squeaks like a mouse?

The problem with David's intention is that it keeps getting lost in the shuffle. As smart as it is, the intention can't hang on to David's attention. No matter how hard he tries, David can't seem to *keep* his mind focused on improving his posture. Other things keep distracting him. And whenever he takes his attention off his intention, the intention promptly sinks to the bottom of his mind and his slouching habit takes over again.

## **How stirring activates intentions**

David does occasionally become aware of his intention to improve his posture. It happens when he notices a coworker slouch; when he watches someone he admires make an effective presentation; when he thinks about the promotion he wants; and when he notices that he's just about run out of seat to slide forward on. Events like these seem to *stir* the intention up from the bottom of David's mind. As long as the intention stays at the top of his awareness, David's posture is great.

It's too bad for David that there aren't more events like these to *stir* his intention up to the top of his awareness. *Stirring* always seems to do the trick. Whenever something causes him to notice his intention, he always sits up straight.

Whenever David becomes aware of his intention, the intention really does run the show.

## Meet the MotivAider

If only David had a way to *keep* stirring his intention so that it would stay up at the top of his mind. If he could *keep* the intention in the *spotlight*, he'd sit up straight all the time. What's more, if he could *keep* his attention focused on his posture long enough to cause the behavior of sitting up straight to become a habit, then he'd have it made! He'd sit up straight just as automatically and effortlessly as he now slouches. He'd no longer have to pay attention to his posture because he'd *automatically* behave in accord with his intention.

It's clear what David's mind - normal as it is - is lacking: *a mechanism that sees to it that his intention will get as much attention as it needs to stay in charge of his behavior.*

Well, David, help is on the way! You're about to meet the MotivAider.

The MotivAider will allow David to do what he can't do on his own: keep his intention on *the front burner* of his mind. And not only will the MotivAider do it *privately* and *automatically*, it will do it in a way that's so simple that David will be amazed.

The MotivAider communicates with David in a way that's as private as a thought. To use the MotivAider to solve his posture problem, David devises a short message - a personal reminder, such as "I'm no slouch!" - to *activate* his intention. By capitalizing on the same ability that allows him to automatically *hear* a telephone ring as, "Someone is calling," the MotivAider uses a gentle, silent vibration to send David his "I'm no slouch!" message. The MotivAider sends him the message repeatedly - as often as David chooses. Whenever he *feels* the vibration, David *thinks*, "I'm no slouch!" And thinking, "I'm no slouch!" focuses David's attention on his

intention and stirs it up to the top of his mind.

With the MotivAider *on-board* and a stream of "I'm no slouch!" reminders flowing continually through his mind, David's intention to improve his posture will never again get lost in the shuffle. This time he really will improve his posture.

## **A closer look at how the MotivAider works**

Now that we've rescued David, let's see how the MotivAider is designed to work with *your* mind.

The MotivAider serves as the automatic intention-stirring mechanism your mind is missing. It was designed to fix what's *wrong* with the mind while allowing you to benefit from everything that's *right* with it. By repeatedly sending you a personal reminder to focus your attention on any chosen intention, the MotivAider allows you to keep your intention on the *front burner* until you achieve the results you want. What's more, because *you* control precisely what you will be reminded of and how often you'll be reminded of it, you can use the MotivAider to see to it that virtually *any* intention you choose will stay in charge.

As David discovered, the MotivAider works in a way that assures you of absolute privacy. It communicates with you through a gentle, silent vibration that lasts for a couple of seconds. Because the vibration has no meaning of its own, you can give it any meaning you want.

To use the MotivAider, you simply devise a personal message to activate a chosen intention. (Just as David devised the message, "I'm no slouch," to activate his intention to improve his posture.) Then you mentally *assign* your message to the vibration so that the vibration will come to *mean* your message. That's all it takes to transform a vibration into a personal intention-stirring reminder that will bring your intention up to the top of your awareness.

Whenever you *feel* the vibration, you'll *think* your message. And *thinking* the message will *activate* your intention. Your privacy is assured because not only is the vibration private, the meaning it carries is *stored* in your own mind!

## **How the MotivAider gives your intentions more clout**

By now you probably have a pretty good idea of how the MotivAider can help you behave in accord with a certain kind of intention. It's the kind that David struggled with - an intention that has to *unseat* a habit - more specifically, a habit that persists, not because it produces pleasure or reduces pain, but because it's just the automatic, effortless way you've come to do something. You do it only because that's the way you've done it before. You have nothing in particular invested in continuing to do things this way. It's simply a matter of *inertia*.

The MotivAider makes it easy to replace habits like these with behavior you choose. Like cockroaches that run for cover whenever the lights are turned on, *pure inertia habits* will disappear whenever the MotivAider shines the spotlight on your intention to do things differently. And because the MotivAider will activate your intention as often as you want, you'll quickly be doing things more the *new* way than the *old* way. Before long, the new, smarter way will become the automatic, effortless way you routinely do things. And you'll free up your attention - and your MotivAider - for the next self-improvement project.

While the MotivAider will assure victory for intentions that oppose pure inertia habits, it will add *muscle* to any type of intention, including those that typically have the highest failure rate. These are the intentions that require you to do something unpleasant or inconvenient (like exercise?) or those that require you to refrain from doing something that gives you pleasure (like eating certain yummy foods?). Although you *can't* behave in accord with intentions like these *unless* you pay enough attention to them, these

intentions need something in addition to more attention. They need more *horsepower*.

Whenever you need to, the MotivAider allows you to *supercharge* your intentions by focusing your attention repeatedly - not simply on *WHAT* you should do - but on *WHY* you should do it. By letting you zero your attention in on your most powerful personal reasons for doing something difficult, the MotivAider can give your intentions the extra muscle they need to take charge of your behavior.

### **What it means to be *MotivAided***

So, what exactly does it mean to be *MotivAided*? Well, think about it. It means that from now on, if you decide that a particular piece of intelligent guidance is important enough to *place* on the front burner, it will *stay* there until *you decide* it's time to remove it. It makes no difference whether you choose an intention that deals with doing your job better or improving your health; sprucing up your outlook or your image; getting rid of a troublesome habit or improving the way you swing a golf club, a tennis racquet or baseball bat. Being *MotivAided* means that virtually any intention you choose will get the attention and the muscle it needs to play a more influential role in controlling your behavior.

## Chapter 2

# Designing Personal Achievement Projects

**CAUTION: THE MOTIVAIDER IS NOT INTENDED TO TAKE THE PLACE OF EXPERT PROFESSIONAL ADVICE. IF YOU PLAN TO USE THE MOTIVAIDER TO ADDRESS MEDICAL OR PSYCHOLOGICAL PROBLEMS, WE URGE YOU TO OBTAIN APPROPRIATE PROFESSIONAL ADVICE AND SUPERVISION.**

This chapter deals with the *art* of designing personal achievement projects that allow you to benefit fully from the MotivAider's capabilities. If you're interested in using your MotivAider as a sort of *personal achievement Swiss Army knife*, this is an important chapter. If, on the other hand, you already know exactly what you intend to do with the MotivAider and you're eager to get started, you may wish to just skim this chapter for now.

The MotivAider is an extraordinarily powerful tool that can help you achieve personal goals in virtually every area of your life. However, like any tool, the MotivAider doesn't work by itself. It works *with* your mind, not *instead* of it. The more skill and experience you acquire in using the MotivAider, the better the results you'll get and the greater the variety of goals you'll be able to achieve.

The MotivAider leaves you in charge of what you can do best. *You*, not the MotivAider, will decide what's important to you. *You*, not the MotivAider, will decide what to set out to accomplish. And *you*, not the MotivAider, will decide exactly what you'll need to do, think or feel in order to achieve the goals you've set. In short, it's *you*, not the MotivAider, who will *design* your personal achievement projects.

## Problems, goals and actions: An overview

The purpose of a personal achievement project is to narrow a particular gap between the way things are and the way you'd like them to be. Designing a project from scratch is a three-step process.

**Step 1:** Select and define a particular gap that you'd like to narrow. (We refer to the gap that a project is designed to narrow as the *problem*.)

**Step 2:** Express the problem in the form of a realistic *goal*.

**Step 3:** Decide on a particular *action* you can take - with the MotivAider's help - to achieve your goal.

## **Problems**

A *problem* is the reason for undertaking a personal achievement project. It's a gap between how things are and how you'd like them to be. Some examples are: You're a so-so golfer; you'd like to be a master. You weigh 184 pounds; you wish you weighed only 115. You give up when your efforts don't pay off right away; you wish you could hang in there and keep trying. You have a strained relationship with a friend; you wish you could be comfortable with her again. You avoid opportunities to speak in public; you wish you could welcome them.

## **Goals**

Once you've selected and defined a problem, you need to decide on a particular *goal* that you can achieve - based on your own behavior - to address the problem. Your goal, in other words, is a specific outcome or result - an accomplishment - that will narrow the gap between how things are and how you'd like them to be.

Many problems can be addressed by more than one goal. To become a better tennis player, for example, you might set a goal of improving your backhand or a goal of playing more



aggressively. Either accomplishment will narrow the gap between how you now play and how you wish you could play.

## **Actions**

Once you've established a goal, you need to decide on a particular *action* to take in order to achieve that goal. Again, an action is something that you can do (physically and/or mentally) - with the MotivAider's help - to achieve your goal and, by doing so, to address the problem and narrow the gap.

There's usually more than one action that will enable you to achieve a given goal. Suppose you choose the goal of improving your tennis backhand. You might decide to achieve the goal by taking the action of preparing earlier for backhand shots. Or you might decide to take the action of holding the racquet the way you noticed a favorite tennis pro hold it.

*NOTE: You probably won't be designing most of your projects from scratch. Your mind will usually travel so quickly and naturally from problem to goal and from goal to action that you'll have very little designing to do. However, the better you understand the distinctions between problems, goals and actions, the less tempted you'll be to take on personal achievement projects that lead you down dead end streets or send you on wild goose chases. And you'll also know how to salvage a good project if you happen to encounter an obstacle.*

## **How to establish serviceable goals**

Establishing *serviceable* goals is a key to designing effective MotivAider-based personal achievement projects. Here are some overlapping questions you can use to help you formulate serviceable goals for your projects.

### ***Is your goal realistic?***

To be serviceable, a goal must be realistic. A realistic goal is the "I wish" portion of a problem *scaled down* to a realistic outcome or result. By realistic, we mean two things: 1) You can reasonably expect to achieve the goal provided that you take a particular action, and 2) You can reasonably expect, with the MotivAider's help, to take that action.

Just how much scaling down you'll need to do to transform a given problem into a realistic goal depends on the size and nature of the gap between how things are and how you'd like them to be. For example, if you're a very casual golfer who shoots in the 130's and you wish you could knock ten strokes off your game immediately without having to work at it at all, you won't have much scaling down to do to get to a realistic goal such as, "I'll knock ten strokes off my game by Fall with only one lesson and minimal practice." On the other hand, if you're 62 years old, grossly overweight, afraid of the water, and you wish you could be a gold medalist in the Olympic swimming competition next year, get ready to do some serious scaling down.

### ***Is your goal as close-up as possible?***

As a general rule, *close-up* goals - goals that can be achieved relatively soon - will yield better results than goals that can only be achieved way off in the future.

It's always a good idea to see whether you can replace a far-off goal with a compatible goal that's closer to the "starting line." If, for example, your long-range goal is to be a millionaire, you might consider replacing it with the much closer-up goal of accumulating enough cash to pay off the bills that are already overdue.

*NOTE: The best way to reach a far-off goal is through a series of close-up goals used as stepping stones. Once you achieve a close-up goal, you can set another close-up goal to draw you further down the road to your ultimate goal.*

### ***Is your goal specific enough?***

The more *specific* you make your goal, the more the goal itself will point you in the direction of possible actions. For example, instead of adopting the general goal, "Adopt better health habits," you might consider a more specific goal, like "Develop healthier eating habits," or an even *more* specific one, like "Learn to appreciate low-fat snacks," or an even more specific one yet, like "Learn to appreciate low-fat snacks while on high-stress business trips." A series of specific goals will usually do a better job of taking you where you want to go than will one general goal.

### **Is your goal measurable?**

The last question to ask before concluding that you've indeed arrived at a serviceable goal is: "Is your goal *measurable*?" By measurable, we don't mean that you need to quantify it. We mean only that you need to have some way of knowing if/when you're achieving it. To be serviceable, in other words, a goal must leave you with little doubt about whether your action is working. And the sooner you know, the better. The goals, "I'll feel more confident in group situations" and "I'll get more exercise," pass the measurability test because you can tell whether you're achieving them. The goals, "I'll live a long life" and "I'll get a hole-in-one someday," fail the measurability test because you can't tell (at least, not soon enough) whether you're achieving them.

### **How to decide on an action**

Once you've formulated a serviceable goal, you need to decide on an action that will enable you to achieve your goal. Here are some guidelines to help you generate and test possible actions for your personal achievement projects:

- *There's usually more than one way to skin a cat.* If you can, generate a number of possible actions before selecting one.

- *Actions are not confined to physical behavior.* Thoughts, perspectives and mental images are actions too. "Notice how others make their wishes known" and "Focus on what's going right" are examples of mental actions.

*NOTE: When used properly, creating a particular mental image can be a powerful action. For example, to keep herself from yielding to the temptation to abandon a tedious writing project, an author used the MotivAider to remind her to imagine herself accepting the Pulitzer Prize. (For more on mental images, see the sample projects in Chapters 10 and 13.)*

- Whenever you have a choice of actions, favor those that are most compatible with your personal skills, capabilities and preferences. Avoid selecting actions that you find aversive or that require skills and capabilities that you know you lack.
- If you can, select an action that emphasizes what you *will* do rather than what you *won't* do. Say, for example, that you've set a goal of improving your relationship with your daughter. The action that seems right to you is to *not* yell at your daughter every time she does something you disapprove of. Although you can, if need be, carry out the project with a *won't* action, before settling for one, see if there's a positive alternative. For example, you might ask yourself, "What will I do instead of yelling?" The answer might be to take the positive and creative action of responding to your own irritation by quietly humming a few bars of a song called, "I Guess I'm Glad She Has A Mind Of Her Own."
- If you don't have the knowledge and/or the experience necessary to confidently identify an action that will help you achieve a particular goal, seek expert advice. The advice of an expert can prove invaluable if your goal revolves around acquiring some new skill or achieving a higher level of proficiency in some activity. If, for example, you want to improve your golf swing, a golf pro

(in person, via an instructional video, book or article) can help you identify the right action. (Please see Appendix B for more on the constructive role that expert advice can play in your personal achievement projects.)

**Remember that expert advice and supervision are absolute musts if you're planning to use the MotivAider to address psychological or medical problems.**



## **Part II.**

### **HOW TO USE THE MOTIVAIDER**

Chapters 3 through 8 present the "nuts and bolts" of MotivAider use. Chapter 3 will show you how to get the MotivAider up and running. Chapters 4 through 8 will show you how to use the MotivAider to get yourself up and running!

If you'd like to get an overview of the entire method before studying it step by step, take a look at the Quick Reference Guide in Appendix C.





## Chapter 3

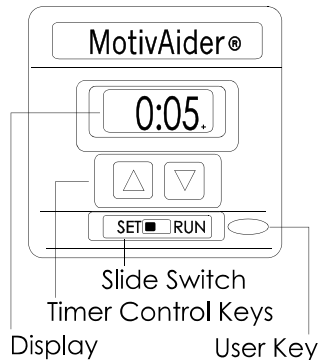
# Operating the MotivAider

### Standard (Default) Mode

The MotivAider is factory pre-set to operate in a simple manner that will allow most users to achieve excellent results. You can, however, customize certain aspects of the MotivAider's operation to satisfy special needs or preferences.

### Setting the MotivAider

When you *set* the MotivAider, you are essentially telling the device how often to send you reminders. You do this by entering the amount of time between vibration signals. So, for example, if you want the MotivAider to send you a signal/reminder every 10 minutes, you would enter 10 minutes. The shorter the time interval you enter, the more often the MotivAider will send you signals/reminders.



To set the MotivAider, place the slide switch in the SET position and use the  $\Delta$  and  $\nabla$  keys to enter the desired time interval between signals. In the standard (default) mode, you can enter any time interval from 1 minute (0:01) to 23 hours and 59 minutes (23:59).

Each time you press and release the  $\Delta$  key, the displayed interval advances 1 minute. Each time you press and release the  $\nabla$  key, the displayed time interval goes backwards 1 minute. You can change the displayed time interval rapidly in either direction by pressing and holding the appropriate key for a couple of seconds.


*NOTE: To immediately return the displayed time interval to 0:00, make sure the slide switch is at SET, then press both timer control keys at the same time.*

## **Activating the MotivAider**

To activate the MotivAider, place the slide switch in the RUN position. The MotivAider will count down to 0:00 from the most recently set time interval, vibrate briefly, then automatically reset itself and begin counting down again. It will keep repeating this cycle until you return the slide switch to the SET position.

*NOTE: Resonance of the MotivAider's case will allow you to initially hear the pulsing vibration signal. Hearing as well as feeling the signal will help establish the connection between your personal message (reminder) and the signal. The signal, however, is designed to be inaudible to others when the MotivAider is in place against your body and in use in all but the quietest of environments.*

## **The Display**

In standard (default) mode, the display shows how much time is left until the next vibration. If there are fewer than 60 minutes to go, the display shows minutes and seconds remaining. If there are more than 60 minutes to go, the display shows hours and minutes remaining. *A small blinking*  *in the lower right hand corner of the screen tells you that the MotivAider is counting down.*

## **NOTES & TIPS**

1. To prevent accidental resetting of the MotivAider's timer, the timer control keys are automatically disabled whenever the slide switch is in the RUN position.
2. Because the MotivAider automatically remembers the last between-signals time interval you set, there's no need to

reset the MotivAider unless you wish to change how often it sends you vibrations.

3. To extend battery life (and to keep the MotivAider from vibrating its way around your house at night!), keep the slide switch at SET whenever you're not using the MotivAider. With the switch at SET, the current between-signals time interval is displayed on the screen.

## **Advanced User Settings**

You can customize the MotivAider in the following ways:

- You can increase or decrease the strength of the vibration.
- You can make the vibration last longer. Increasing the duration of the signal may help you notice more signals.
- You can have the MotivAider send you signals on a less predictable basis.
- You can enable the MotivAider to send signals more often than once a minute.
- You can change what's displayed on the screen while the MotivAider is operating.
- You can quickly restore all factory default settings.

## **How to Change Settings**

1. Decide which function(s) you want to change. The table on page 29 lists the user-programmable functions and the settings available for each. *(The factory default setting for each function is shown in larger type.)*
2. With the slide switch at SET, press the user key as many times as necessary to reach the first function you wish to change.

3. Press the  $\Delta$  and/or  $\nabla$  key(s) until the setting you prefer for that function appears on the screen. (The currently active setting for each function appears first.)
4. Press the user key as many times as necessary to move to the next function you wish to change, then repeat Step 3 to select the setting you prefer for that function.
5. Continue in the same manner until you've selected settings for all the functions you wish to change. Then move the slide switch to RUN to save the new settings and exit the Advanced User Settings menu. (See Note 2 below.)

### **NOTES & TIPS**

1. The factory default setting for each function is indicated by a small **DEF** in the upper right corner of the screen.
2. If you'd prefer to review all the changes you've made before saving them, advance to the final function, Save/Restore/Review. Select **REV**, then use the user key to move through the menu again. As you move through the menu, the setting you selected for each function will appear on the screen. Follow Steps 3-5 above to make and save any further changes.
3. You can immediately restore *all* factory default settings by advancing to the Save/Restore/Review function, selecting **DEF**, then moving the slide switch to RUN.
4. Any settings you save will remain active until/unless you change them.
5. Always check and reset settings after removing and replacing the battery.

↓ <b>Number of Times User Key is Pressed</b>	
1	<b>Vibration Strength.</b> Choose from five vibration settings ranging from a slow, gentle <i>tapping</i> (1) to a strong, steady vibration (5). <i>To help you select a setting that suits you best, the vibration mechanism will operate so that you can actually feel each setting before choosing one.</i>
2	<b>Vibration Length.</b> You can choose to have the vibration last for 2, 3 or 4 seconds.
3	<b>Schedule Type.</b> With the <b>REG</b> setting active, the MotivAider sends signals at <i>regular</i> time intervals, for example, every 10 minutes. To receive signals on a variable basis ranging from half as often to twice as often as whatever time interval you set, select <b>AVE</b> . (See Note 3 on page 30.)
4	<b>Input Units.</b> With the <b>HM</b> (Hours/Minutes) setting active, the time between signals is entered in <i>minutes</i> . To enter the time between signals in <i>seconds</i> , choose <b>SEC</b> . (See Note 3 on page 30.)
5	<b>Display.</b> With the <b>CD</b> (Countdown) setting active, the display shows the progress of each countdown. To instead display the time of day during countdowns, choose <b>CI</b> (Clock). To display only a simple graphic during countdowns, choose <b>GR</b> (Graphic). (See Note 4 on page 30.)
6	<b>Time of Day - Hour.</b> If you choose the <b>CI</b> (Clock) setting for the Display, use the $\Delta$ and $\nabla$ keys to set the current hour of day, then press the user key to save the hour setting and advance to the minutes function.
7	<b>Time of Day - Minutes.</b> If you choose the <b>CI</b> (Clock) setting for the Display, use the $\Delta$ and $\nabla$ keys to set minutes.
8	<b>Save/Restore/Review.</b> To save all the settings you've chosen, select <b>NEW</b> . To restore all factory default settings, select <b>DEF</b> (Default). To review new settings before saving them, select <b>REV</b> (Review), then use the user key to move through the menu again.

## NOTES & TIPS

1. You can reach all the available settings for a given function by pressing *either* timer control key repeatedly.
2. Remember that the setting that appears on the screen when you move the slide switch to RUN or press the user key is the setting that will be saved.
3. If you wish to change Input Units to Seconds (SEC) or change Schedule Type to Average Interval (AVE), you may have to adjust the time between signals. The table below shows maximum allowable time intervals for various combinations of Input Units and Schedule Type settings. An **ERR** (Error) will appear on the screen if you try to select SEC or AVE with too long a time set between signals. If this happens, just wait a few seconds for the **ERR** to clear, then move the slide switch to RUN to exit the advanced user settings menu. After setting a shorter time between signals, return to the menu to select the desired Time Input or Schedule Type setting(s).
4. With the **CI** or **GR** setting active, a blinking **+** in the lower right hand corner of the screen tells you that the MotivAider is counting down.

### Maximum Time Between Signals

	HM	SEC
R E G	23 hrs 59 mins	9999 secs (2hrs 46mins)
A V E	11 hrs 59 mins	4999 secs (1hr 23mins)

### Changing the battery

The MotivAider requires one AA battery (alkaline recommended). A faded display or a weak vibration usually indicates that the battery needs to be replaced.

To change the battery, unlatch the battery compartment cover by gently pushing it outward, then rotate it back on its hinges. Push the battery towards the negative ( - ) end of the battery compartment (the bottom of the case) and then lift the battery out from the + (top) side. When installing a new battery, install the negative end - the end without the *bump* - first.

*TIP:* The battery compartment is designed to hold the battery very snugly. If you have trouble removing the battery, a paper clip inserted between the top (+) of the battery and the case makes a fine micro crow bar!

## **Removing and Reinstalling the Belt Clip**

You can remove the belt clip by inserting the point of a ballpoint pen in the base of the belt clip while pushing the belt clip up the tracks.

To reinstall the belt clip, insert the base of the belt clip (one corner at a time) into the tracks on the MotivAider's back, and slide the belt clip down the tracks. When the top of the clip is about even with the top of the case, the clip will snap into place.

## **Carrying/wearing the MotivAider**

The MotivAider should be carried/worn in a way that is comfortable and secure and that allows you to reliably feel the vibration. You may want to experiment with carrying methods before you settle on the one(s) that best suit(s) you. Don't hesitate to be creative!

The most common way to carry the MotivAider is to suspend it from a belt or waistband the way you would a pager. You can also carry your MotivAider inside a shirt, jacket or coat

pocket (with or without the clip removed). For greater privacy, you can wear the MotivAider "invisibly" on the *inside* of your waistband (tucked between your waistband and your body) with only the belt clip visible from the outside.

## **Troubleshooting**

If your MotivAider ever fails to operate properly and you are unable to solve the problem by restoring the factory default settings and/or removing and re-installing the battery, please contact Behavioral Dynamics for instructions. Please do not send your MotivAider to us without contacting us first.

**e-mail:** [support@motivaider.com](mailto:support@motivaider.com)

**Phone:** Call 1-800-356-1506

**Behavioral Dynamics, Inc.**  
P.O. Box 66  
Thief River Falls, MN 56701  
U.S.A.

### **WARRANTY**

Behavioral Dynamics, Inc. warrants the MotivAider (except battery) to be free of defects in materials and workmanship for a period of one year from the date of purchase. Subject to the conditions below, we will repair or replace, at our option, any defective unit without charge.

This warranty does not cover defects caused by unreasonable use or damage occurring after the purchase. The warranty is void if repairs are attempted by anyone but our own service personnel. Except where state law prohibits such exclusion, Behavioral Dynamics, Inc. assumes no responsibility for any special, incidental or consequential damages.

## **Chapter 4**

# **How To Devise Reminders**



The MotivAider's vibration is used to deliver personal reminders that you devise yourself. A MotivAider-carried *reminder* is a word, a phrase, a short sentence, or an image that causes you to take a particular action. A reminder is a catalyst. It prods you to go ahead and take whatever action you've identified as the means for achieving a particular goal.

A reminder is personal and private. It needs to convey the right meaning to you and you alone. It needn't make any sense to anyone else. Puns, sayings - even jingles - make good reminders. It's best to keep reminders as brief and simple as possible. If a reminder needs to be any longer than a few words, make sure it at least includes a *key* word or two that can stand for the whole reminder.

The purpose of a MotivAider-carried reminder is to keep you ready and willing to take a particular action to achieve a particular goal. To take an action, you must be actively aware of what the action is. And you must be motivated to take it.

## **Types of reminders**

You can devise reminders to remind you of *what* to do, or *why* to do it, or both. When a reminder helps keep you actively aware of *what* to do, we say that the reminder is performing a *guiding function*. When it helps keep you actively aware of *why* to do it, we say that the reminder is performing a *motivating function*. It's important to devise reminders that provide you with the right kind of help. Reminders should concentrate on performing the specific function(s) that you're unable to perform on your own.

We've identified four types of reminders based on the function(s) that each concentrate(s) on performing. But before we name and describe them, a word of caution: Don't take the distinctions too seriously. Our primary purpose in describing the various types of reminders is to drive home an important point: *You should always strive to devise a reminder that fits the unique characteristics of the particular personal achievement project you plan to carry out.* You'll

devise more effective reminders if you start out by asking yourself exactly what kind of help you'll need to stay able, willing and ready to take the right action.

The four basic types of reminders are *global, guiding, motivating and combination*.

### **Global Reminders**

The most basic type of reminder, a global reminder does nothing more than remind you in a very general way that a particular personal achievement project exists. It works the way hearing the title of a familiar song, such as "The Star Bangled Banner," works to make you aware at once of the lyrics *and* the melody. A global reminder is light on muscle. It will get the job done if all you need is a gentle tap on the shoulder to become immediately and actively aware of what to do *and* willing and ready to do it.

Let's look at a situation where a global reminder would probably do the trick. Suppose you injured your left wrist. Your doctor advises you not to use the wrist for a couple of weeks. It *should* be easy, you figure, to follow his advice. After all, your wrist hurts like the dickens whenever you do use it. Still, somehow you keep forgetting until it's too late. Although you're not quite getting the job done on your own, you probably won't need much help. The pain itself will keep you motivated to take the required action. And, because it's so compellingly obvious to you that the action - refraining from using your left wrist - is the right way to prevent the wrist from hurting, it won't take much to make you aware of exactly what action to take. A simple global reminder, such as "Wrist," will probably leave you knowing what to do and willing to do it.

### **Guiding Reminders**

A guiding reminder concentrates on making you aware of what you should do. It gives you brief instructions regarding your action. The instructions serve to focus your attention on

information you already have stored in your mind about the required action.

A guiding reminder will be effective only if you're able on your own to perform the motivating function. If you can count on being motivated to take a particular action whenever you're reminded of exactly what action to take, then a guiding reminder may be the right type of reminder to use.

To illustrate, suppose again that you've injured your left wrist. This time, however, your doctor tells you that the best way to prevent pain is keep the palm of your left hand facing forward as much as possible. You can again count on performing the motivating function yourself. Pain will do a pretty good job of reminding you why it's worth taking action to prevent further pain. However, this time the required action is anything but compellingly obvious or natural. A global reminder, therefore, probably won't make you immediately and actively aware of what to do. A guiding reminder, such as "Palm straight ahead," will. By concentrating on the guiding function, "Palm straight ahead" provides you with precisely the kind of help you need to get the job done.

Guiding reminders should convey instructions in a simple and compelling way. Some examples of guiding reminders are: "Breathe deeply," "Keep your eyes on the ball," "Listen," "Lighten up," "Elbow straight," "Be positive," "Speak up," "Slow down," "Eat slowly," "One thing at a time," "Whoa, Nellie," "Imagine winning the race," "Focus on what's most important," "Relax your jaw," "Make eye contact," "Just do it."

### ***Motivating Reminders***

A motivating reminder concentrates on making you *willing and ready* to take a particular action. Its job is to help you 1) overcome any resistance you have to taking the action or 2) overpower any desire you may have to do something else that would prevent you from taking the action. A motivating reminder focuses your attention on an important personal

reason for taking the action. It tunes you in to the *why* of an intention. It reminds you why it's worth the trouble to take the action.

A motivating reminder will be effective only if you can count on performing the guiding function yourself. In other words, you need to be immediately and actively aware of precisely what action to take whenever you're reminded of *why* to take action.

Suppose that your injured wrist no longer hurts. Your doctor, however, strongly advises you to avoid any unnecessary use of your wrist in order to prevent any permanent damage. Because you have no pain to remind you why it's worth depriving yourself of the full use of a wrist which presently works and feels just fine, you probably can't count on performing the motivating function yourself. So a reminder will, at the very least, have to concentrate on motivating you to take action.

As for the guiding function, you can be reasonably sure that if you're reminded of why you need to take action, you'll immediately be actively aware of what the action is. (It would be different if the required action was any less natural, obvious or any more complicated than refraining from using the injured wrist.)

Having concluded that your reminder must help you perform the motivating function, the next step is to identify a truly important personal reason for taking the action. Say your reason, in very general terms, is that you're a physically active person with lots of recreational interests, and you'd certainly like to preserve the freedom you now have to do what you like and do it well.

Now you need to find a way to make this reason really come alive so that it will do the best possible job of motivating you. Suppose you think about one of your favorite pastimes, canoeing. You realize that unless you take care of your wrist, you won't be able to enjoy a canoe trip you've been planning

for several months. So, you come up with the motivating reminder, "The Snake River next summer," to keep you in touch with why it's worth the trouble to refrain from using your wrist.

*NOTE: There's a real art to devising effective motivating reminders. For this reason, we've devoted an entire section later on in this chapter to the finer points of devising reminders that open the door to the motivation you'll need to power many of your personal achievement projects.*

### **Combination Reminders**

The purpose of a combination reminder is to perform both guiding and motivating functions when you can't count on performing either one on your own.

Let's again use the injured wrist example to illustrate. This time, suppose your wrist hurts whenever you use it. However, this time the doctor tells you that the best way to recover quickly and fully from the injury is to use your wrist as much as possible despite the pain.

In this case, you probably won't be able to count on performing either the guiding function or the motivating function yourself without help. Because the required action - doing something that hurts - is anything but obvious, logical and natural, you probably won't be immediately and actively aware of what to do whenever you're reminded of why to do it.

By the same token, it's unlikely that merely being reminded of the required action will be enough to motivate you to take that action. That's because, in this case, pain is working against you. It's actually urging you to take the *wrong* action. This time, pain will only help you remember why you *shouldn't* use your wrist. Your reminder will therefore have to

generate enough motivational *oomph* to cause you to take action that will oppose your natural desire to avoid pain. A combination reminder, such as "Use it or lose it," should help your mind stay keenly aware of *what* to do and *why* to do it.

Some examples of combination reminders are: "Eat slow and the weight will go," "Open your mind to open your future," "A little bother now buys a lot of freedom later," "Keep smoking, keep choking," "Haste makes waste," and "Smile for success."

*NOTE: You may be thinking that a combination reminder is the "safest bet" in the sense that it covers all the bases. However, because it divides its efforts between guiding and motivating functions, a combination reminder may not do either job quite as effectively as a reminder that concentrates on helping you with only one function. It's best, therefore, to reserve combination reminders for those occasions when you have good reason to believe that your mind will need help performing both guiding and motivating functions.*

## **Advanced Techniques: The Art of Devising Effective Motivating Reminders**

An effective motivating reminder does more than simply focus your attention on an important personal reason to take action. It makes that reason come alive.

We'll first identify the features of a good motivating reminder and then show you how to devise personal reminders that incorporate these features.

A good motivating reminder:

- Calls your attention to the most important (the most motivating) reason for taking the required action.
- Makes that reason come alive with motivational power by stimulating a memory or creating a vivid, compelling mental experience.
- Attempts to motivate you in a way that fits who you are.

### ***Selecting the right reason***

You often have more than one reason for wanting to make a particular change. How, then, do you decide which is the *right* reason to direct your attention to?

The *right* reason is the reason that's likely to do the best job of *moving* you. It's not necessarily the reason that makes the most sense. Nor is it necessarily the reason that you *think* should be the most important one, or the reason that "they" say is the right reason for making a particular change.

The secret to selecting the right reason is to be absolutely honest with yourself. Sometimes the most powerful personal reason for taking an action and achieving a goal may seem embarrassingly trivial. For example, you might be tempted to consider your desire to stay healthy to be the right reason to follow a particular piece of medical advice. However, some soul-searching might reveal that there's another much more personal reason that - although admittedly far less sensible - feels much more compelling to you: You want to stay out of the hospital because you're mortified by the prospects of having to use a bedpan and wearing a hospital gown that won't quite stay closed in the back. If you can actually feel a reason like this *move* you, it will pack a far bigger motivational wallop than a reason that only makes sense.

*TIP: Always take full advantage of the fact that the*

*MotivAider provides you with complete privacy. You can be entirely honest with yourself without having to reveal to anyone else the real reasons why you want to accomplish something.*

## **Maximizing motivational power**

To maximize motivational power, a reminder must cause your most important reason for making a particular change to stand up and shout.

For example, suppose your goal is to become more assertive in expressing and promoting your opinions. You realize that there are a number of very good reasons why you should pursue the goal you've set. As you think about it honestly, however, you realize that really the most important reason for taking the action, "Speak your mind," is that you want to shock the people who knew you when you were at your all-time mousiest.

You have a school reunion coming up in a few months. Sue, a former classmate who you would especially love to dazzle with your outspokenness, will be at the reunion. You can imagine the look on her face when you look her right in the eye and speak your mind. The reminder, "The look on Sue's face," will not only call your attention to an important reason to change, it will make the reason shout.

Like a sleeping lion, an important reason to change your behavior has to be nudged or poked before it will roar with motivation.

Here's an example: Suppose you've decided to quit smoking. To you, the desire to live a long and healthy life truly *feels* like the most important reason to quit. The challenge is now to find a way to make this reason come alive. Although the reminder, "Your health is important," may tap lightly on the lion's shoulder, it probably won't get the lion too terribly excited. In contrast, reminders like, "Remember Uncle Louie" (he was your favorite uncle and a charming, vital, energetic



chain-smoker who died of lung cancer) and "Reach for that apple" (a reminder that stimulates your memory of a wonderfully healthy experience you had several years ago on a smoke-free autumn vacation while biting into a cold, crisp, juicy and intensely delicious apple), stimulate vivid and powerful personal experiences that can make your concern about health roar with motivation.

### ***Tailoring reminders to fit you***

Not only should a reminder reflect the particular change in behavior you've decided to make, it must also reflect *you*. A reminder, in other words, needs to be tailor-made to fit the person you are.

Think of a reminder as a means of *influencing* you to take an action that you've decided you should take. The better you understand what makes you tick, the easier it will be for you to devise reminders that take the right approach to influencing you.

Here's how to get the tailoring process going: Start by asking yourself what emotions, what frames of mind and what strategies are usually the most successful in causing you to make changes. There are a host of factors you can consider in attempting to make a reminder truly fit you.

For example, are you more apt to be motivated by the *negative consequences* of failing to change - *the stick* - or by the *benefits* of changing - *the carrot*?

Consider two friends, Amy and Karen, who have both decided to do daily back strengthening exercises recommended by a health care professional. Both are motivated by the same desire to be free of restrictions. Amy, however, responds best to a reminder like, "Golf, here I come!" that graphically conveys a benefit of exercising. Karen, on the hand, responds best to a reminder like, "Traction and boredom, here I come," that stimulates thinking about the awful consequences of failing to exercise.

*TIP: Here's a simple rule of thumb to use in deciding whether to emphasize benefits or negative consequences: Unless you know from experience that focusing on the negative helps motivate you better than focusing on the positive, focus on the positive.*

Obviously it takes a good deal of self-knowledge, effort and experience to be able to consistently devise reminders that fit you perfectly. Here are a few more examples to stimulate your thinking about the kind of factors you might consider when tailoring reminders:

- If you've noticed that you usually do best in making changes when you tune-in to the lighter side of a problem, saturate your reminders with humor.
- Don't devise a reminder which promises you fame and fortune way down the road if you know that nothing that far down the road ever seems real enough to you to be motivating.
- If you know that you tend to respond poorly to any type of authoritarian demand, devise reminders that use a gentle, soft-sell approach.
- If you know that certain emotions tend to interfere with your ability to make changes, then avoid devising messages which stimulate those emotions. By the same token, if you know, for example, that anger usually gets you in gear, make a point of devising reminders to awaken the sleeping bees in your bonnet.

If you have trouble with the tailoring process, don't worry about it. Just make your best guess about what's most likely to move you, devise a reminder, and then try it on for size. If the reminder doesn't fit, that is, if it fails to produce the results you had hoped for, you can always change it and try again. Keeping track of how particular reminders work for you will help you learn more about reminders and more about

yourself. With experience, you'll be able to devise reminders that fit you like a glove.



## Chapter 5

# Attaching The Reminder to the MotivAider's Vibration

Once you've devised a reminder, you need to *attach* the reminder to the MotivAider's signal - the vibration - so that the vibration will automatically send you the reminder. The purpose of the attachment procedure is to make it possible for the MotivAider to *speak* to you. The vibration must come to *mean* the reminder it conveys. Whenever you feel the vibration, the reminder must immediately and automatically enter your mind.

If you follow the attachment procedure carefully, you'll find that the vibration will send you your personal reminder just as easily and reliably as a ringing telephone sends you the message, "Someone is calling."

### The attachment procedure

The formal attachment procedure will take only a few minutes to complete. If possible, carry out the procedure in a quiet place with few distractions.

1. Recite the reminder to yourself slowly several times. Make sure you emphasize any key words.

*NOTE: Remember that if your reminder contains any more than three or four words, try to identify a key word or two that can stand for the whole reminder. For example, if your reminder is, "You can't win unless you're willing to risk losing," you might use the key word, "Risk," to stand for the entire reminder. Don't hesitate to change the key word if you don't get good results.*

2. Next, really think about what the reminder is telling you - about what you want to accomplish and why. Again recite the reminder slowly several times, this time pausing between

times to think about the change you want to make.

3. With the slide switch at SET, press the  $\Delta$  and  $\nabla$  keys at the same time to zero (0:00) the display. With the display zeroed, the SET/RUN switch controls the vibration. (RUN turns it on and SET turns it off.) Now tell yourself, "Whenever I feel the vibration, I will think [say your reminder]." Place the switch at RUN and hold the MotivAider against your body. While feeling the vibration, recite your message again. For example, say, "I'm feeling the vibration, and I'm thinking, *Easy does it,*" or "I'm feeling the vibration, and I'm thinking, *Keep my shoulders down.*" Move the slide switch back to SET to stop the vibration. Repeat this step a few times.

## **Maintaining the attachment**

Remember, the purpose of the attachment procedure is make sure that when you feel the vibration, you will automatically think your reminder. If you've followed the procedure but find yourself feeling the vibration without thinking the reminder, try repeating the attachment procedure. If after you've carried out the procedure two more times the reminder still isn't *sticking*, try changing the reminder.

It's a good idea to carry out an abbreviated version of the attachment procedure whenever there's an interruption in your use of the MotivAider for a particular purpose. This will only take a minute or two. First recite the message a few times while reacquainting yourself with what you want to accomplish and why. Then say to yourself, "Whenever I feel the vibration, I will think [say your reminder]."

Whether there's been an interruption or not, anytime you notice a loosening of the attachment between reminder and vibration, repeat the full attachment procedure as soon as possible.

*NOTE: Failing to notice some vibrations is not a sign that the attachment between vibration and reminder is*

*loose. The attachment is loose only if you find yourself noticing the vibration without also thinking the reminder. It's perfectly normal not to notice some vibrations. The vibration signal has been carefully designed to capture your conscious attention only when it's available. You can achieve excellent results without being aware of all the vibrations you receive.*

## ***Erasing old reminders***

When you're finished using the MotivAider to deliver one reminder and are ready for it to deliver another, carefully follow the full procedure above to attach the new reminder to the vibration. It's normal to initially get some *interference* from the old reminder, that is, to be reminded at times of the old reminder instead of - or along with - the new one. If the interference persists and poses a problem, repeat the full attachment procedure and try again. The full attachment procedure can be repeated as many times as necessary to *erase* the old reminder.





## Chapter 6

# Selecting a Reminder Interval

You can program the MotivAider to automatically send you reminders as often as you like (from once every few seconds to once a day). By controlling how often the MotivAider sends you a particular reminder, you can control how *tuned-in* you'll be to a particular intention. The MotivAider enables you to devote *the right amount* of attention to a chosen intention. The idea is to have the MotivAider send you a reminder as often - and no more often - than it takes to get the best possible results.

It's important to understand that the MotivAider is not a clock. Although it obviously incorporates a timer, its purpose is *not* to remind you to do something at specific times of the day. Its purpose is to keep you in touch with something you've decided is important but that nevertheless usually gets lost in the shuffle.

### Selecting an initial reminder interval

A reminder interval is the period of time between reminders. The shorter the interval you select, the more often you'll get reminders. If, for example, you select a time interval of five minutes, the MotivAider will send you a reminder every five minutes. If you select an interval of thirty minutes, the MotivAider will send you a reminder every thirty minutes.

As there's really no way to determine in advance precisely how often you'll need reminders to get the best possible results, always plan to do some experimenting. There are, however, some rough guidelines you can follow in selecting an initial reminder interval.

- A reminder interval within the range of five minutes to thirty minutes will prove effective for most projects and

users. When using the MotivAider to improve your performance in a specific event (for example, while bowling or making a speech), more frequent reminders may prove helpful.

- The more often you'll actually have to take an action in order to behave in accord with a particular intention, the more often you'll probably need reminders (and therefore the shorter the time interval should be). For example, if your personal idle speed is extremely high and you're planning to use the reminder, "Take it easy," to get yourself to slow down, you'll probably need fairly frequent reminders to check and slow your pace. On the other hand, if your reminder is, "Look for opportunities to make new friends," you probably won't need reminders very often.
- The more automatic or habitual it is for you to behave in a way that's out of line with how you intend to behave, the more often you'll need reminders. For example, if you're going to use the MotivAider to rid yourself of a chronic nail-biting habit, you'll probably need frequent reminders to keep yourself from doing what you usually do without even thinking.
- The more compelled or motivated you feel to behave in a way that's out of line with how you intend to behave, the more often you'll need reminders. For example, if you're apt on your own to be successfully tempted by the food or cigarettes you're trying to avoid, you'll need frequent reminders. *Frequent reminders, even during periods when you won't be exposed to temptation, will help fortify and maintain your resistance to temptation.*
- If you have no idea what reminder interval to start with, just start out with an interval of ten to fifteen minutes.

## Adjusting the reminder interval

By following the above guidelines, you'll usually be able to come up with an initial reminder interval which is at least in the ballpark. However, even if you miss the mark by a wide margin, no harm will be done. You can adjust the interval up or down until you get the best results. The more experience you acquire with the MotivAider, the better you'll become at selecting initial reminder intervals and the less adjusting you'll have to do.

Here are a couple of tips on how and when to adjust the reminder interval to achieve the best possible results:

- Lengthen the reminder interval if you find the reminders irritating or if you're often failing to notice the vibration (more than a third of the time).
- Shorten the reminder interval (that is, send signal more often) if you're not yet satisfied with the results you're getting *and* (1) you're ready and willing to take action whenever you notice the vibration *and* (2) you're noticing the vibration at least two thirds of the time.



## Chapter 7

# Monitoring Results and Making Adjustments

It's important to continuously monitor your progress and to make adjustments as needed to achieve the best possible results. If everything is going the way it should, you'll be able to answer "Yes" to all three of these questions:

1. Is the vibration reliably sending you your reminder?
2. Is the reminder causing you to take the correct action?
3. Is taking the action helping you achieve your goal?

If you're not getting the results you had hoped for, asking yourself these questions will usually help steer you in the general direction of the cause.

Below is a list of specific causes of disappointing results along with a suggested remedy for each. Here's how to make best use of the list: If you're not sure why you aren't getting better results, start at the top of the list. Consider one possible cause at a time and implement the recommended remedy for the first cause that seems plausible to you. Try using the MotivAider again. If you don't get better results, try implementing the remedy for the next plausible cause on the list.

1. **Cause:** You're getting reminders too often or not often enough.

**Remedy:** Adjust the reminder interval according to the procedures described in Chapter 6.
2. **Cause:** The reminder you devised is inadequate.

- It's too long, too complex, or the words don't hang together.
- It's not motivating enough.
- It doesn't fit you well enough.

**Remedy:** Review Chapter 4 and modify the reminder.

3. **Cause:** The connection between vibration and reminder is weak.

**Remedy:** Review Chapter 5 and carry out the appropriate re-attachment procedure.

4. **Cause:** You're missing too many reminders because the vibration intensity is set too low or the method you chose for carrying the MotivAider isn't right for you.

**Remedy:** Slightly increase the vibration intensity according to the instructions in Chapter 3 or try a different way of carrying the MotivAider.

5. **Cause:** You've incorrectly identified the problem, the goal, or the specific action required to accomplish what you set out to accomplish.

**Remedy:** Carefully review Chapter 2.

6. **Cause:** The demands of your application exceed the MotivAider's capabilities:

- The MotivAider is reminding you to take an action that you're incapable of taking.
- A force competing with your intention is so powerful that your intention can't prevail even though the MotivAider is making you as aware as possible of what you should do and why you should do it.

**Remedy:** Review Chapter 2 and try to realistically reformulate your goals and plans in light of your own capabilities and those of the MotivAider.





## Chapter 8

# Phasing Out The MotivAider

The aim of any MotivAider-based personal achievement project should be to achieve a *self-sustaining* change in your behavior. The ideal scenario is one in which the MotivAider helps you behave in a new desired way long enough for experience and results themselves to cause the new way of behaving to become a habit. In some cases, however, ongoing or periodic use of the MotivAider may be necessary to keep you on track. The best way to determine if and when you can stop using the MotivAider without losing any ground is to try *phasing-out* the MotivAider.

Once you're achieving the results you want, you can begin phasing out the MotivAider by *backing it out* of your project a little at a time. To do this, just lengthen the reminder interval slightly so that you'll receive fewer reminders. If after a day or two, you find that you're doing just as well with fewer reminders, lengthen the reminder interval again (for example, double the interval so that you'll receive reminders only half as often). Continue lengthening the interval as long as you continue to get good results. If at any point in the process, you notice any "slippage," then set the reminder interval back to where it was before you began to slip. Keep it there until you're once again achieving good results. After you've spent some time in the groove again, try again to gradually phase out the MotivAider.

*NOTE: If you successfully phase out the MotivAider for a particular purpose and later find that you need to use the MotivAider again for the same purpose, you probably won't have to use it for very long to get back on track.*



## **Part III.**

# **SAMPLE APPLICATIONS**

Chapters 9 through 13 consist of detailed examples of personal achievement projects in five representative areas of application: reducing stress, improving athletic performance, controlling bad habits, miscellaneous self-improvement, and doing your job better. The more familiar you become with the MotivAider concept and method, the more you'll appreciate that the range of possible applications is limited only by your imagination.

Each of the examples in this section has been carefully designed to illustrate principles that are relevant to all MotivAider users. For this reason, we suggest that you read the entire section rather than just those chapters that deal with the specific areas of application that interest you most.



## Chapter 9

# Reducing Stress

### Project A: Promoting Relaxation

#### 1. Define the problem

You're concerned about the fact that you're usually hyper and uptight. You almost always feel as though you're under a ton of pressure. You usually seem to be in a big hurry and you tend to experience nearly every unplanned happening as an annoying interruption. It feels as though the *Almighty Clock* is pushing you around at gunpoint. The problem, in a nutshell, is that you're constantly swimming upstream and you want to be able to at least at times "go with the flow."

#### 2. Set a goal

You'd like to be a happy-go-lucky person who takes everything in stride and who never gets a single feather ruffled no matter what's going on around you. However, you realize that without a brain transplant, it's unrealistic to expect that you'll be able to make a change of that magnitude. So you scale your "I wish" down to the realistic goal, "I'll feel more relaxed, more often." The goal is measurable and you see no need to make it any more specific or closer-up.

#### 3. Identify an action

You ask yourself what specifically you can do to help yourself feel more relaxed more often. Your thinking goes something like this: "In order to feel more relaxed more often, I'll have to stay aware of how tightly wound I am and deliberately ease up whenever I find myself running around like a chicken without a head. I can take a long, deep breath and think about slowing my pace as I breathe out slowly." You're reasonably sure that you can indeed ease up if you're reminded to do so. You do know how to relax. It's just that

you routinely get caught up in a flood of demands that make you *run* and, once you're running, nothing reminds you to slow down.

#### **4. Devise a reminder**

Your next task is to devise a reminder that will do the best job of getting you to take the action you've identified. You consider the guiding function first. You ask yourself what it will take to make you immediately and actively aware of what you should do. Because your mind is usually so absorbed in whatever it is that you're overdoing at the moment, you have a strong hunch that a reminder will have to tell you exactly what action to take. Rather than beat around the bush, it will have to slap you right in the face and essentially say, "Hey you, do this." So, you've concluded that you'll definitely need help performing the guiding function. Whether you'll need help with the motivating function as well depends on whether you'll be willing and ready to take the right action whenever you're reminded of exactly what that action is.

You tentatively conclude that motivation is just not a problem for you in this case. If you're reminded of *what* to do, you're confident that you'll automatically be willing and ready to do it. (If it turns out that you're wrong about this, you can always change your reminder later on.) All things considered, it looks like a guiding reminder - a reminder that concentrates on helping you stay aware of *what* to do - will be your best bet. The reminder, "Take a deep breath," should leave you knowing exactly what to do and willing and ready to do it.

#### **5. Attach the reminder to the stimulus**

You attach the reminder to the stimulus using the procedure described in Chapter 5. As you carry out the procedure, you keep in mind that the purpose of the procedure is to make certain that the vibration will come to automatically mean, "Take a deep breath."

## **6. Select a reminder interval**

You're ready to select an initial reminder interval. You realize that you're going to have to make an educated guess. You figure that because it's so automatic for you to operate like a pressure cooker, you'll need fairly frequent reminders. You decide to start out with a reminder interval of ten minutes. In selecting an initial interval, you realize that you can always change the interval later on if the initial setting fails to get you the results you want.

## **7. Monitor and adjust**

You monitor your progress continuously to make certain that:

- 1) You're thinking, "Take a deep breath," whenever you feel the vibration. No problem. Although you occasionally "miss" a vibration, you always think, "Take a deep breath," whenever you do feel the vibration. The reminder is therefore securely attached to the stimulus.
- 2) The reminder is prompting you to take the action you should be taking. You're noticing your pressure level and you're able most of the time to ease up when you find the level to be uncomfortably high.
- 3) You're indeed feeling more relaxed, more often. This means that the action you've identified is indeed a means to achieve your goal.

## **8. Phase out**

You've been using the MotivAider continuously for about two weeks now and you're pleased with the results. You're ready to see whether you can phase out the MotivAider without sacrificing any of the gains you've made as a result of using it. Before attempting the phase out procedure, however, you decide that you're not about to compromise your accomplishment. What you've been able to achieve is so important and satisfying that you're prepared to continue using the MotivAider if you just can't relax as much without it.

You decide to reset the timer to twenty minutes and see what happens. You then use the MotivAider for three days and notice that you remain relaxed. So you reset the interval timer to forty-five minutes. You notice right away that you're not staying quite as relaxed as you had been. So, you shorten the interval back to twenty minutes and leave it there until you're doing as well as you were before you began phasing out the MotivAider. In a couple of weeks, you try again to lengthen the interval, only this time you proceed more gradually. Soon you're able to stay relaxed without using the MotivAider.

Three months after you've retired the MotivAider from this particular application - and following a big promotion at work - you notice that you're slipping a bit. So you put your MotivAider back into service. You get results very quickly. After using the MotivAider again for just a few days, you're completely back on track. You stop using the MotivAider and find that you continue to do just fine without it.



## **B: Coping With An Unpleasant Environment**

### **1. Define the problem**

You've been very troubled for some time about the negative atmosphere that exists at work. Complaining about everything and everyone has become routine for the people in your work group. Although you yourself have been an active participant in the complaining, the negativity is beginning to bother you to the point that you're dreading going to work each day. What's more, you usually feel emotionally drained and irritable by the time you get home each evening. Your job itself is not the problem. In fact, you really like the work you do. It's the office atmosphere that's getting to you. You're feeling rotten about going to the office and you want to feel good about it.

### **2. Set a goal**

Your goal is simple. Especially because you like your job so much, you want to stop feeling as though work is chewing you up and spitting you out each day. To put it simply, positively and measurably, your goal is to feel good about going to the office. You consider the goal to be realistic. You've felt good about going to the office before. You should be able to feel good about it again.

### **3. Identify an action**

To feel better about being at the office, you figure that you're going to have to improve the atmosphere there. You and your coworkers have already had several discussions about the problem. Everyone seems to agree that something has to be done. But nothing ever changes. It dawns on you that, as a fairly influential member of your work group, you might be able to singlehandedly make a dent in the negativity by persistently behaving differently at the office. The first action that occurs to you is to refuse to be drawn into the complaining. However, if possible, you'd like to identify an

action that emphasizes what you *will* do rather than what you *won't* do. You can. You'll make more positive comments at work and you'll introduce more upbeat topics into your conversations with coworkers.

#### **4. Devise a reminder**

You're ready to devise a reminder that will cause you to take the action you've identified. You consider the guiding function first. You ask yourself what it will take to make you immediately and actively aware of what to do. Because participating in the negativity comes so naturally, you have a strong hunch that you'll need a reminder that, at the very least, tells you exactly what to do.

Next you consider the motivating function. You ask yourself if you'll need help staying aware of *why* you need to take action. You conclude that you're already so aware of the rotten atmosphere and so disgusted about it and what it's been doing to you, that you won't need any specific help to feel willing enough to take action. A guiding reminder, therefore, seems to be the right reminder for the job.

The reminder, "Upbeat," conveys all the instructions you need in a compact package.

#### **5. Attach the reminder to the stimulus**

As you follow the procedure described in Chapter 5, you keep in mind that what you're trying to accomplish is to make the vibration automatically mean, "Upbeat."

#### **6. Select a reminder interval**

As you really have no idea at all of how often you should have the MotivAider send you the reminder, you decide to start out with the recommended "default" interval of fifteen minutes.

## **7. Monitor and adjust**

You continuously monitor results at all levels. 1) The vibration is reliably making you think, "Upbeat." (You had a problem with this at first, but after consulting Chapter 7, you started carrying out a very abbreviated re-attachment procedure before heading to the office each morning. You've had no problems with this since.) 2) The reminder is prompting you to take your action. You've been having no trouble being upbeat regardless of how much your coworkers are complaining. 3) The action is helping you achieve the goal you set. Although you haven't converted your coworkers into PollyAnnas, the atmosphere is somewhat better and, more importantly, you're definitely feeling better about going to work. You're finding that by not participating in the negativity, the negativity doesn't affect you to the extent that it had been.

## **8. Phase Out**

You're quite satisfied with the improvement you've made in your own outlook. You begin phasing out the MotivAider by having it send reminders only once every thirty minutes. You notice no slippage. What's more, you notice that now even the slightest hint of negativity in the office reminds you to be upbeat. You decide to stop using the MotivAider and to lend it to one of your coworkers, who's mentioned that she's very impressed with the improvement in your outlook and dying to find out how you did it.



## Chapter 10

# Improving Athletic Performance

### Project A: Improving Your Golf Swing

#### 1. Define the problem

You're always trying to kill the ball. A golf pro recently confirmed what you've known for some time now. Your backswing is smooth and controlled, but when you start the downswing, your muscles suddenly tense up and you try to accelerate the club too fast. This lunging at the ball throws your body out of alignment and causes unpredictable changes in the downward arc of the clubhead. The result: hooks, slices and muffed shots.

#### 2. Set a goal

In broad terms, you want to play better golf. In trying to make your goal more specific, you come up with the goal, "I want to stop killing the ball."

#### 3. Identify an action

You think first and most easily of what you *won't* do. With a little bit of effort, however, you identify an action that can be described in terms of what you *will* do: "When I reach the top of my backswing, I'll smoothly accelerate the clubhead throughout the downswing."

#### 4. Devise a reminder

No problem determining which type of reminder is the right one for the job. You've got motivation galore. You need to be reminded of *what* to do, not of *why* to do it.

Although it seems logical that a detailed description of the action you're planning to take would make the best reminder,

you recall reading an article some time ago about using *mental imagery* to improve athletic performance. You remember reading that the right image can often guide your performance far more effectively than the most detailed instructions. So you check with a couple of good golfers you know and, after watching an instructional video that one of them recommended, you have a couple of ideas. One of them really intrigues you.

You've been swinging your club the way your friend, Marv, drives his car. You've been tromping on the gas pedal. What you need to do is smoothly accelerate.

The image appeals to you because you've always prided yourself on being a smooth driver. You can picture yourself in your car on Arnold Palmer Boulevard.

The street is wide and you have it all to yourself. The traffic light turns green. You accelerate slowly, only increasing the pressure on the gas pedal as you feel the car's speed catching up to you. You can imagine the same scene with a golf club in your hands and feel yourself accelerating the club as smoothly as silk as you head down the boulevard.

So you decide to use "Palmer Boulevard" as your reminder.

## **5. Attach the reminder**

You attach "Palmer Boulevard" to the MotivAider's stimulus according to the instructions in Chapter 5. As you recite the reminder to yourself each time the MotivAider vibrates, you also try to see and feel the image the reminder represents. Because it's important that the image (not just the reminder itself) comes to mind each time you feel the vibration, you figure that it might be a good idea to carry out an abbreviated attachment procedure each day before using the MotivAider for this project.

## **6. Select a reminder interval**

In addition to using the MotivAider when you're actually playing golf, you're planning to use it off the course to mentally rehearse smoothly accelerating your swing. You figure that the two different uses may merit two different reminder intervals. To start with, you arbitrarily select an off-course interval of thirty minutes and an on-course interval of five minutes. Eventually you decide to lengthen the reminder interval for off-course work to one hour, and to leave the on-course interval as is.

## **7. Monitor and adjust**

1) It turned out that you were right about needing to be diligent in keeping the reminder and image attached to the stimulus. After getting off to a great start, you got a little lax about carrying out the abbreviated attachment procedure. For a while, the image wasn't coming to you vividly enough to guide your swing. You learned your lesson. The attachment is secure again and you're keeping it that way. 2) The reminder is doing a marvelous job of getting you to smoothly accelerate your swing. 3) You're not killing the ball nearly as often as you had been. The same golf pro who helped you identify the problem is impressed with what you've accomplished. Your game is definitely improved. The action appears to be a means to achieve the goal you set.

## **8. Phase out**

You have no desire to tamper with success. Your swing is still improving. When you reach a plateau with regard to this particular goal, you'll try the phase-out procedure. When your swing remains smooth without the MotivAider, you'll go on to use the MotivAider to improve some other aspect of your performance.

## **B: Becoming a Better Skier**

### **1. Define the problem**

Although you've been skiing for years, you never seem to get much better at it. You know that you're doing lots of things wrong. Often you set out to improve one aspect of your performance but then get distracted by something else you're doing wrong. You've flitted from problem to problem and have never managed to stay focused enough on any one problem long enough to solve it. You'd like to change that.

Whenever you ask a good skier to critique your performance, "holding your legs too stiffly" always shows up at the top of the list of errors you commit. You decide that this aspect of your performance would make an ideal first focus for the program you're about to embark on to become a better skier.

### **2. Set a goal**

With some advice from Hans, a ski instructor of few (generally harsh) words, you set a goal of keeping your knees bent. Hans will let you know (brutally, if necessary) if you're achieving the goal, "I'll keep my knees bent."

### **3. Identify an action**

Your goal is so close-up and specific, it's already an action!

### **4. Devise a reminder**

At first you see no room for creativity here. Clearly the job calls for a guiding reminder. How could you do any better than, "Bend your knees?" One look at Hans, however, and you realize you can indeed do better. The reminder, "Bend *ze* knees," will convey the same instructions in a more appealing way. It will remind you that Hans is watching (even when he isn't). And it will give you enough of a mental chuckle to help you bounce a little too!



## **5. Attach the reminder**

You attach the reminder, "Bend ze knees," to the MotivAider's stimulus using the procedure described in Chapter 5.

## **6. Select a reminder interval**

Being an expert skier is just not high enough up on your list of priorities to warrant extensive use of the MotivAider for mental rehearsal away from the slopes. You intend to use the MotivAider only while you're actually skiing or getting ready to ski. You decide that by using a short reminder interval (three minutes) while you're on or near the slopes, you can compensate to some degree for the fact that you won't be doing any "homework."

## **7. Monitor and Adjust**

1) Every time you feel the vibration, you can just about hear Hans himself saying, "Bend ze knees." The reminder is securely attached to the vibration and you're keeping it that way by carrying out an abbreviated attachment procedure each time you go skiing. 2) The reminder works like a charm! You're bending your knees and keeping them bent. 3) You know you're achieving your goal because Hans actually lost himself momentarily and said, "Goot."

## **8. Phase Out**

Since you've been keeping your knees bent, you've been skiing much better. You strongly suspect that although the MotivAider got you to bend your knees in the first place, it's the *success* that almost immediately resulted from bending them that's now keeping them bent. You feel justified in retiring the MotivAider "cold turkey." If you're wrong, you can always start using the MotivAider again.

You find that you were absolutely right: the MotivAider brought your performance within reach of the "gravitational pull" of success. Success is now holding your performance in place. Next project, Hans?

## Chapter 11

# Controlling Bad Habits

### Project A: Eliminating a Nail-Biting Habit

#### 1. Define the problem

You've been biting your fingernails for as long as you can remember. It's completely automatic. You don't even realize that you're doing it. You just find your fingers in your mouth and your teeth chomping away at what's left of your nails. You always remove your fingers immediately whenever you catch yourself red-handed. But before you know it, you're fingers are back in your mouth again. You bite your nails and you want to stop biting them.

#### 2. Set a goal

No struggle here. The goal, "I'll stop biting my nails," is fine.

#### 3. Identify an action

You ask yourself exactly what action you'll have to take in order to stop biting your nails. At first, all you can think of is that you'll just have to stop biting your nails. However, before settling for an action that can only be described in terms of what you *won't* do, you search for something you *will* do. It occurs to you that in order to keep from biting your nails, you'll need to keep your hands away from your face. So you begin to think about what you could do with your hands instead of feeding them to your teeth. You've noticed that a couple of people that you admire a great deal usually keep their unoccupied hands loosely clasped together. They come across to you as relaxed, thoughtful and self-assured. You like the image they project. So you decide that you'll take the action of keeping your unoccupied hands loosely clasped together.

#### **4. Devise a reminder**

You're pretty sure that the idea of clasping your hands together won't automatically pop into your mind every time you're reminded of your project or of an important reason for carrying out the project. There's hardly a compelling, immediately obvious connection between your goal and the action you intend to take to achieve it. So your reminder will have to help you perform the guiding function.

In considering the motivating function, you doubt that merely remembering *what* to do will be enough to gear you up to do battle with the mighty force of habit. You'll need help with the motivating function, too. So you conclude that this project calls for a combination reminder.

Now, you have to figure out a way of motivating yourself. You try to zoom in on an important reason why it's worth going to the trouble of clasping your hands. You come up with at least a couple of possibilities. One strikes you as being the most important reason for stopping the nail-biting habit. You're concerned about the negative impact your nail-biting has on the opinions that others have of you. You're especially worried about the opinions of people who control opportunities for you to advance in your career. Important doors could close if your habit causes others to perceive you as a nervous and indecisive person.

Even though the reason for stopping the habit came to you in a form that highlights the repercussions of failing to take action, you try to devise a reminder that will emphasize the benefits of eliminating the habit. You do this because you know from experience that you usually do better when you're going for the gold than when you're trying to avoid the *alligators*.

You decide that the combination reminder, "Lock hands to unlock opportunities," will give you both the information and the inspiration you need to take the right action.

## **5. Attach the reminder to the stimulus**

You attach the reminder to the stimulus according to the procedure described in Chapter 5. As you carry out the procedure, you emphasize the key words, "Lock" and "Opportunities."

## **6. Selecting a reminder interval**

You're fairly sure that you'll need frequent reminders. After all, the habit is quite automatic. You bite your nails without even knowing you're doing it. So, you decide to start out with a reminder interval of three minutes. (Three minutes might turn out to be too short an interval, but you can always lengthen it if it doesn't work out.) You prepare for the possibility that the first few vibrations may startle you.

## **7. Monitor and adjust**

You've been continuously monitoring your results. 1) The reminder is securely attached to the vibration. Although you don't always notice the vibration, whenever you do feel it, you automatically think, "Lock hands to unlock opportunities." 2) You're clasping your idle hands loosely together, not only when you're reminded, but at other times as well. So the reminder is doing a good job of prompting you to take the right action. 3) You're hardly biting your nails at all. Your nails already look better and you look better now that your fingers aren't stuck in your mouth all the time. It appears that the action you've identified is indeed a means to achieve your goal.

## **8. Phase Out**

You've been using the MotivAider on a daily basis for over two weeks. You haven't been biting your fingernails at all for the past couple of days. As you have another job in mind for the MotivAider, you'd like to phase the MotivAider out of the nail-biting prevention business if possible.

You decide to reset the interval timer to thirty minutes and see what happens. You notice some return to nail-biting, especially when you're under pressure. So you conclude that the "glue" holding your new habit in place is still wet. You'll need to use the MotivAider as a "clamp" for a while longer. So you shorten the time interval back to three minutes and leave it there for another week. Then you begin phasing out the MotivAider again - this time more gradually. You lengthen the reminder interval to five minutes. No problem. You lengthen it to ten minutes. No problem. With a reminder interval of twenty minutes, you notice just a little slippage. So you go back to ten minutes for another week and then resume the phase-out procedure. This time there's no slippage.

You pronounce your nail-biting habit dead and begin using the MotivAider for another project.

## **B: Controlling Overeating**

### **1. Define the problem**

You're not at all happy about what's been happening to your once trim figure. Although you're already somewhat embarrassed about your weight, what really concerns you is how much more embarrassed you're going to be when bathing suit season arrives. You've got to stop accumulating pounds at the rate you've been accumulating them lately. The very thought of an inflated-you being at the beach with your new special friend makes you shudder. You try distinguishing the problem from the goal and the goal from the action, but frankly you don't see much point in burdening yourself with the distinctions. You know exactly what the problem is and what has to be done about it. You eat too much between meals. You'll just have to stop snacking altogether, you figure. All you need is the willpower to do what has to be done.

### **2. Set a goal**

You do realize that your goal has to realistically reflect the fact that you're not prepared to resort to heroic means to lose weight. You'd love to lose fifteen or twenty pounds, but you're not willing to suffer that much. So, you decide on the goal, "I will gain no more weight between now and next summer."

### **3. Identify an action**

Although you know you have other troublesome eating habits, the one and only measure you're prepared to take at this time is to stop snacking. "I won't snack," is all you can think of. You're aware of the importance of looking for an action that can be described in positive rather than negative terms, but you're stumped. You'll have to settle for a *won't* action.

#### **4. Devise a reminder**

Again, you're in a mood to just get on with it instead of obsessing about precisely what kind of reminder you need. You're just going to assume that this project calls for a motivating reminder. As you see it, insufficient willpower is definitely the problem and dramatically boosting your willpower is the only solution. Besides, you're convinced that your mind is so tuned-in to your anti-snacking campaign that you won't need any help performing the guiding function.

Your first challenge is to identify an important reason for going to the trouble of depriving yourself of the pleasure of snacking. Although you consider several possibilities, the reason that strikes you as being the most powerful is that - to put it somewhat indelicately - you don't want your friend to think you're a self-indulgent slob.

Your next challenge is to come up with a way to make the reason you've identified come to life. You need to make it roar with motivation so that it will propel you to refrain from snacking even though you badly want to snack. Although you first consider images that vividly portray the benefits of taking action, you know yourself well enough to know that - like it or not - threat moves you better than the promise of reward. You conclude that you're apt to be most powerfully motivated by an image that vividly portrays the disastrous results of failing to stop snacking.

An image of Humpty Dumpty in a bathing suit pops into your mind. You recall having once had the bad taste to publicly use the name Humpty Dumpty to describe an acquaintance whose self-indulgence was legendary. As you remember it, everyone laughed at your utterly on-target but slightly cruel and embarrassing description. Somehow the incident has stuck in your mind. The more you think about it, the more "Humpty Dumpty" seems to be a perfect reminder for you. It beautifully captures exactly what you're afraid will happen if you don't stop snacking. Yet it tempers the brutal truth with a



just a touch of humor. That's exactly the kind of approach you think will influence you the most.

### **5. Attach the reminder to the stimulus**

You attach the reminder, "Humpty Dumpty," to the MotivAider's stimulus using the procedure described in Chapter 5. You want the vibration to come to automatically mean, "Humpty Dumpty." As you already have a delightfully compact reminder, you won't have to emphasize a key word or words.

### **6. Selecting a reminder interval**

You want the MotivAider to keep your resistance to the temptation to snack as high as possible. The better tuned-in you are to the reason you've decided not to snack, the less susceptible you'll be to your own urges and to any tempting opportunities that present themselves. You understand that the best time to stimulate your resistance is *before* you're tempted, *before* you have an urge. You therefore realize that you'll need reminders often and continuously in order to maintain peak resistance. You have an idea: You'll start out using a time interval of fifteen minutes throughout the day but will routinely shorten the interval to five minutes during the evening hours when the temptations and opportunities to snack are the greatest.

### **7. Monitor and adjust**

Everything seems to be going well. 1) You're thinking, "Humpty Dumpty," whenever you feel the vibration. 2) The reminder is doing what it's supposed to do. It's motivating you to refrain from snacking. You've had a few slips, but overall you're staying on track. 3) The action you're taking is indeed a means to achieve the goal you've set. You've actually lost a couple of pounds during a period when you're sure you would have gained had you not stopped snacking.

## **8. Phase Out**

You've been using the MotivAider for a few weeks now and, although you still have an occasional slip, you're quite satisfied with your progress. You're unsure about whether you'll be able to discontinue using the MotivAider at this point without losing ground. You decide to give it try.

You start by lengthening the reminder interval to thirty minutes and keeping it there morning till night. You use the MotivAider for a couple of days and notice no increase in snacking. You lengthen the interval to one hour and, again, are delighted with your ability to maintain control. (You're surprised at how often you think, "Humpty Dumpty," now on your own, that is, without first feeling the vibration.) You lengthen the interval one more time, this time to ninety minutes. A week goes by and you can detect no slippage. So, you discontinue the MotivAider.

Three weeks later, after a disagreement with your special friend, you start snacking again. So, you put the MotivAider back into service (with an interval of thirty minutes). Within a couple of days, you're back on track again. Knowing that you can resume using the MotivAider any time it becomes necessary, you discontinue using it for now and start shopping for a smaller bathing suit.

## Chapter 12

# Miscellaneous Self-Improvement

### Project A: Changing Interpersonal Behavior

#### 1. Define the problem

You're unhappy with the results of your tendency to dominate conversations when you're at social gatherings. You usually find it so stimulating to be in the company of others that you typically start to feel great, a lot comes to mind, and then it all rushes to your mouth. You end up crowding other people out, and as a result, you often turn them off. You find it especially ironic that the more you want someone to like you, the more excited you get, the more carried away you get, and therefore the more likely you are to drive that person away.

#### 2. Set a goal

The goal, "I'll stop talking so much in social situations," is fine.

#### 3. Identify an action

You have a pretty good idea of what you'll have to do in order to achieve your goal. Quite bluntly, you'll have to keep your mouth shut when you're inclined to open it wide. However, before settling on an action that can only be described in terms of what you *won't* do, you consider whether there is positive action you might be able take to achieve your goal. There is. You can focus on listening more to the other person.

#### 4. Devise a reminder

As listening is hardly a natural response for you when you're socially stimulated, you figure that you'll need to be reminded of exactly *what* you should do. When you consider the motivating function, you conclude that a reminder will also

have to motivate you. Because you typically get so stimulated when you're in the company of others, you figure that unless a reminder makes you *want* to listen, you'll have trouble doing it. So, you decide on a combination reminder.

In trying to identify an important reason for going to the trouble of listening when you'd rather be talking, it occurs to you that the term, "friends," helps convey what it is that you really want to accomplish - and what it is that you've been losing. You decide that the reminder, "Listen to your friends," will give you both the instructions and the inspiration to carry out your action.

### **5. Attach the reminder to the stimulus**

You attach your reminder to the stimulus according to the procedure described in Chapter 5.

### **6. Select a reminder interval**

You're planning to use the MotivAider only when you're actually in a social situation of the kind that usually causes your mouth to over rev. You decide to start out with a time interval of ten minutes. But after using the MotivAider for the first time, you decide that you need more frequent reminders. So you set a time interval of five minutes.

### **7. Monitor and adjust**

1) You reliably think, "Listen to your friends," whenever you feel the vibration. The attachment between reminder and stimulus is therefore secure. 2) With only a couple of exceptions (which occurred when you were especially stimulated), you've been able to listen whenever you've been reminded. The reminder is therefore effective in getting you to take the right action. 3) You're definitely feeling better about how you're coming across to others. You've even gotten a few unsolicited comments from others lately about how

much they've enjoyed talking with you. Listening definitely seems to be a means to accomplish your goal.

## **8. Phase out**

Although delighted with what you're accomplishing, you're eager to phase out the MotivAider so you can start using it for another project.

You lengthen the reminder interval to twenty minutes. No problem. Convinced that the problem has been licked, you stop using the MotivAider. Oops! At the next social gathering, you see signs that the old you is still there. You have an idea. You'll use the MotivAider for a couple of hours at home *before* you go to the next social gathering. You'll then go to the gathering sans-MotivAider. It works. After doing this a few times, you retire the MotivAider from this project.

Six months later when you notice some excess enthusiasm creeping in again, you reach for your MotivAider. You carry out the full attachment procedure again. It turns out that you need to use the MotivAider only once to get back on track.

## **B: Behaving In Accord With Your Priorities**

### **1. Define the problem**

You feel as though you've drifted away from one of your top priorities: your kids. Although you *feel* that your family is more important to you than your job, for quite sometime now you certainly haven't been acting that way. Your job is usually the "squeaky wheel" in your life that gets most of your "oil." Whenever something causes you to really think about your kids, however, you usually put work in proper perspective for a while and go home at a reasonable hour. The problem is, while you're at the office, you're usually so immersed in your work that your kids rarely enter your mind.

### **2. Set a goal**

In very broad terms, you want to feel as though you're allocating your time and energy in direct proportion to your priorities. You decide on the more specific goal, "I'll feel that I'm doing justice to my responsibility to my kids."

### **3. Identify an action**

You believe that you'll be able to achieve your goal by spending more time with your kids. In order to do this, you'll have to work more reasonable hours. Your job is important to you, and you expect to continue to work harder than the average employee. Still, you'd like to stop making a habit of working late every single day. To put it positively, the action you plan to take is to go home early whenever you *really* don't have to stay late.

### **4. Devise a reminder**

In considering the guiding function, it seems pretty clear to you that you automatically know exactly *what* to do whenever you do happen to think about your kids. Therefore you won't really need a reminder that helps you perform the guiding

function. When you consider the motivating function, you figure that there's a chance that the global reminder, "Kids," might make you willing enough to take action. However, even though a global reminder might do the trick, you decide on a motivating reminder. (For the same "price" as a global reminder, the motivating reminder will give you an extra dose of motivation just in case you do need it.)

In searching for a way to stimulate your motivation to go home early whenever you can, you remember a time when your son, Matthew, looked up at you and asked you a question about elephants that just about knocked you over. The question somehow made you realize how fast Matthew was growing up and how much of his growing you had been missing. Judging from how often you remember it, the incident made quite an impression on you. It powerfully symbolizes for you how much of your kids' development you stand to miss if you're not around. So you decide to use the reminder, "It's a question of elephants." In preparing to use a reminder that means absolutely nothing to anyone but you, you appreciate that one of the beauties of the MotivAider is that it works in an utterly private and personal way.

## **5. Attach the reminder to the stimulus**

Emphasizing the key word, "Elephants," you attach the reminder to the vibration using the procedure described in Chapter 5. You want the vibration to come to automatically mean, "Elephants," in the same way that a ringing telephone automatically means, "Someone is calling."

## **6. Select a reminder interval**

You don't think that you'll need reminders terribly often. Although, you're obviously interested in being reminded to invest more in your family than you have been, you don't intend to forget about work altogether. (You're making an *adjustment*, not starting a revolution!) You make an educated

guess that a reminder interval of one hour should be sufficient.

## **7. Monitor and adjust**

1) You're thinking, "It's a question of elephants," whenever you feel the vibration. This means that the reminder is securely attached to the stimulus. 2) You're definitely more aware of your kids and your interest in them, and you're going home earlier, more often. The reminder is doing a good job of motivating you to take action. 3) You're feeling as though you're finally doing justice to your responsibility to your kids. Therefore the action you're taking is indeed a means to achieve your goal.

## **8. Phase Out**

You're very satisfied with the results you've been getting. In thinking about phasing out the MotivAider, you decide that you'll just keep using it until you need the MotivAider for another purpose.



## Chapter 13

# Doing Your Job Better

### Project A: Improving Customer Relations

#### 1. Define the problem

You're a ticket agent for a large airline company. The job is demanding and hectic. You must work quickly, accurately, and deal with large numbers of people who are sometimes demanding, occasionally nasty, and always in a hurry. One of the things that makes your job so stressful is that customers generally seem to hold you personally responsible for screw-ups that you've had absolutely nothing to do with causing and have absolutely no way of correcting. In this frustrating work environment, you find yourself becoming tense, prickly and cheerless - not at all the kind of person or professional you want to be.

You've noticed time and time again that whenever you do manage to be cheerful, your customers usually respond favorably. The time you spend with them becomes more enjoyable and relaxing. But as soon as the pressure starts to rise, your good cheer takes a nose dive. Not only do you want to be cheerful *despite* the pressure, you want to be cheerful *because* of the pressure. Staying "up" is your only salvation.

#### 2. Set a goal

"Staying up in your dealings with customers" is your goal.

#### 3. Identify an action

There's not much distance between your goal and the action you intend to take to achieve your goal. You intend to relate to customers in a cheerful and relaxed manner.

#### **4. Devise a reminder**

As you start to think about guiding and motivating functions, the name Archie pops into your mind and brings a smile to your face. Archie was a hotel desk clerk who rescued you with kindness a couple of years ago when you arrived at your hotel late after a terribly agitating introduction to a strange, hostile and overwhelming city. Although your interaction with Archie lasted no more than five minutes, it really made an impression on you. Not only were you struck by how much relief you got from being exposed to Archie's cheerful disposition, you vividly recall thinking at the time about how satisfied he must have felt about using his good humor to turn a porcupine into a pussy cat in a matter of minutes.

Although you're not even sure what type of reminder "Archie" is, you know it's going to be a winner! It's a tiny package that's loaded with meaning for you. It reminds you what to do and inspires you to do it.

#### **5. Attach the reminder**

You attach the reminder, "Archie," to the vibration using the procedure described in Chapter 5.

#### **6. Select a reminder interval**

You decide that the recommended default setting of fifteen minutes should be okay for most of the day. However, you plan to shorten the interval to five minutes during the two hour period each day when all hell typically breaks loose.

#### **7. Monitor and adjust**

1) The attachment of reminder to vibration is secure. Sometimes you find yourself smiling about Archie even before the reminder actually registers in your mind. 2) The reminder is doing a good job of getting you to be cheerful in your dealings with customers. (By the way, a side benefit of

your project has been the discovery that it's actually pleasantly challenging to try to remain cheerful when people and/or circumstances seem to be doing their best to get you to blow it.) 3) There's no doubt in your mind that the action is getting you what you want.

## **8. Phase out**

You decide that you're not even going to try to phase out the MotivAider for a while. You don't mind using it and you're very pleased with what it's doing for you. From time to time, you wonder about two things, though: Did Archie have a MotivAider? And will you someday serve as someone else's inspirational reminder?

## **Project B: Teacher's Aide**

### **1. Define the problem**

As a high school teacher and director of small choral group, you're responsible for teaching basic singing techniques to twelve students who truly enjoy singing and are highly motivated to sing well. From experience, however, you know that not only do your students learn quickly, they also forget quickly. For example, it takes only a few minutes to get your students to assume a correct singing posture: back straight, chest out, and weight forward on the front of their feet. However, as soon as they have to concentrate on other things, such as new music, they seem to forget what they learned about correct posture.

You're lucky. Your school has a *MotivAider lending library*. Teachers can reserve MotivAiders for use by their students to promote the development of virtually any skill. It occurs to you that the MotivAider could help your students stay tuned-in to what they've learned about posture until proper posture becomes a habit for them.

### **2. Set a goal**

The goal for your students is simple and straightforward: "Maintain proper singing posture."

### **3. Identify an action**

You demonstrate proper technique for the class and then coach individual students as necessary until you're satisfied that each student understands exactly what good singing posture means and knows how it feels to have the body correctly aligned. Instead of having the students use the MotivAider to remember to execute specific posture-adjusting instructions, you decide to have them use the MotivAider to tune-in to a simple mental image that will itself smoothly and effectively guide correct posture.

The image that you believe captures all the elements of correct posture is a puppet being pulled upward by a string attached to the top of its head. You ask the class to try out the image. The students understand and like it. They find that by tuning-in to one appealing image, they have as much performance-guiding information at their disposal as they would if they tried to remember all of the details of good singing posture. Although the image is definitely a hit, without the MotivAider, your students forget about posture as soon as they have to concentrate on some other aspect of their performance.

#### **4. Devise a reminder**

Your students are genuinely eager to do anything they can to improve their singing. You figure that they probably won't need help to stay willing to go to the trouble of assuming proper singing posture. All they need is a reminder that reliably gets them to use the mental image that you introduced. Guiding reminders, like "Imagine that you're a puppet," "Puppet on a string," or even "Pinocchio," should get the job done. You encourage each student to choose the reminder that he or she finds most appealing.

#### **5. Attach the reminder**

The students attach the reminder to the vibration according to the procedure described in Chapter 5. You remind them to emphasize any key words if they're using a reminder that's any more than a few words long.

#### **6. Select a reminder interval**

The majority of the students will be using the MotivAider during class only. You decide to have all your students start out with a five minute reminder interval. You encourage them to on their own lengthen or shorten the interval depending on the results they get.

## **7. Monitor and adjust**

1) Initially a few students had some difficulty consistently experiencing the vibration as *meaning* the reminder. Repeating the attachment procedure once for the whole chorus and then asking each student to carry out an abbreviated procedure at the beginning of each class has eliminated any problems. 2) You can see all the strings being pulled upward! The reminder is very effective in getting the students to take action. 3) There's a major improvement in the posture of the chorus and the quality of its performance. The image and the MotivAider are doing what you hoped they would.

## **8. Phase out**

You explain the phase out procedure to your students and invite them to phase out the MotivAider at their own pace. You notice some slippage in three students. You point it out to them and, after they return to using a shorter reminder interval, they do fine again.

As your students successfully phase the MotivAider out of this project, they on their own go on to use the MotivAider to improve some other aspect of their singing performance. You find that you can accomplish a great deal by helping each student diagnose a particular performance problem, prescribing a remedy, and then having the student use the MotivAider as a "clamp" to hold the remedy in place until the "glue" of experience dries and the remedy becomes a habit.

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## Appendix A.

### Prospecting For Problems

Remember, a problem is a gap between how things are and how you'd like them to be. The gap can relate to what you *do*, how you *feel*, or what you *think*.

Having *the power to follow through* means that not only can you tackle the problems you're already aware of, you can go *prospecting* for new problems.

Consider keeping a list of problems - gaps between how things are and how you'd like them to be - to serve as a source of ideas for new personal achievement projects. Include on this *self-improvement wish list* any problem you wish you could address even if you have no idea of how you could possibly begin to tackle it.

To stimulate your thinking, consider these examples of *problems*:

You're usually quiet and reserved at department meetings; you'd like to take a more active role. You eat very fast even when you have no reason to hurry; you'd like to slow way down. You usually fail to listen attentively to what others have to say; you'd like to really hear them. You feel terribly bored at work; you'd like to feel challenged again. You often make life difficult for yourself by "pretending" not to notice serious faults in someone you're attracted to; you'd like to "keep your head." You're quick to blame yourself whenever something goes wrong; you'd like to give yourself the same benefit of the doubt you routinely give others. You're devastated by criticism; you'd like to experience it as information and opportunity. You take your eyes off

the ball at the worst possible moment; you'd like to keep your eyes glued to the ball at all times. You retreat from challenges; you'd like to advance. You're an average student; you'd like to be valedictorian of your class; You become unglued when you have to speak in public; you'd like to feel more at ease. You find Ellen's mannerisms to be tremendously irritating; you'd like to be able to enjoy her company. You're very reluctant to take chances; you'd like to be more daring. You tend to become immersed in the technical aspects of your job and forget about the people; you'd like to stay tuned-in to people issues.

## Appendix B.

# Getting Needed Information, Advice and Assistance

The soundest advice is worthless if you can't follow it; the same advice is a treasure if you can. By increasing your ability to behave in accord with your own good intentions, the MotivAider dramatically increases the value of sound, "how-to" information and advice.

Good information is available in many forms, including how-to books and articles, audio and video tapes, seminars, workshops and consultation with experts. What type of information or assistance you'll need depends, of course, on what it is that you're trying to accomplish.

Remember, although the MotivAider will help you do whatever you decide you *should* do, it's up to you and not the MotivAider to decide what you should do. For example, if you want to use the MotivAider to improve your tennis backhand, obviously you'll have to find out (if you don't already know) what proper backhand technique consists of. If you want to use the MotivAider to help you advance your career, you'll have to find out about what it takes to climb the success ladder in your particular field or organization. If you want to use the MotivAider to become a better parent, a better mate, a better boss, a better teacher, a better lover, a better bowler, a better architect, a better driver, a better writer, a better musician, a better counselor, a better stress-manager, a better conversationalist, a better leader, or a better salesperson, you'll need sound information about what exactly it is that one has to do to be better in any of these roles.

In some cases, you may find it difficult to determine what you should do because you're not really sure why what you are doing isn't working. When this happens, you may need

the help of an expert to make an accurate appraisal of your performance and capabilities as they pertain to a particular goal. For example, if you're unsure why you're not a better archer, why your most promising relationships always seem to come apart at the seams, or why you're not a more effective supervisor, then you'll need some expert assistance in "diagnosing" what's wrong before you can determine what you should do to improve.

How-to information and expert assistance will take on a whole new meaning once you're consistently able to do whatever you decide you should do.

## Appendix C.

### Quick Reference Guide

1. **Define the problem.** Describe the gap that exists between how things are and how you'd like them to be.
2. **Set a goal.** Decide in realistic, specific, measurable and close-up terms what you want to accomplish.
3. **Identify an action.** Specify what you will actually have to do in order to achieve your goal.
4. **Devise a reminder.**
  - a. Determine if the reminder needs to help keep you actively aware of exactly what action to take.
  - b. Determine if the reminder needs to help keep you motivated to take action.
  - c. If choosing a motivating (or combination) reminder:
    - (1) Identify the most compelling personal reason for taking action.
    - (2) Find a way to make this reason come alive. Word the reminder in the most compact and appealing way you can. Identify and emphasize any key word(s).
5. **Attach the reminder to the stimulus.** Follow the procedure described in Chapter 5. Remember that the purpose of the attachment procedure is to make certain that the vibration will come to automatically mean your reminder (in the same way that a ringing telephone automatically means, "Someone is calling").

6. **Select a reminder interval.** Follow the guidelines in Chapter 6 to select an initial reminder interval.

7. **Monitor your progress and make any necessary adjustments.** Continuously monitor results at all levels. If everything is going the way it should:

- a. The vibration is reliably delivering the reminder.
- b. The reminder is causing you to take the correct action.
- c. The action is helping you achieve your goal.

If anything that should be happening isn't, consult Chapter 7 and make any recommended adjustments.

8. **Phase out.** Once you're getting the results you want, follow the procedure in Chapter 8 to back the MotivAider out of your project.