



## INTRINSIC VS EXTRINSIC MOTIVATION

Extrinsic motivation is any behaviour that is driven by external factors (e.g. money, awards, recognition, fame). Intrinsic motivation is any behaviour driven by internal rewards (e.g. personal enjoyment/satisfaction). According to educational, sports psychology, and health research, extrinsic motivation works well in the short term, but not so well over time. Intrinsic motivation is a more powerful motivator for people over both the short and long term. Intrinsic motivation is long-lasting, self-sustaining, and fulfilling.

## THE POWER OF WHY

Successful people are powerfully motivated intrinsically. They want to reach their potential because that's what they love doing. If you understand not WHAT you're doing, but WHY you're doing it, you will find it a lot easier to implement the new skills, knowledge, and techniques to help you achieve your dreams.

## KNOW YOUR WHY

You all want to improve your performance. Sometimes things will get tough and you will regress or get off track. But if you're aware of your "why" – why you are working hard to improve – you will recover very quickly. Knowing your why is absolutely critical to ensuring that you reach your potential.

## THE 5 WHYS FORMULA

This tool is meant to uncover and express the reasons behind your dreams and actions so you understand your intrinsic motivation for doing what you do.

## HOW TO USE THIS TOOL

This tool should be done after you've completed the **Dream Setting™ Workbook**. Take a look at your dreams and goals that you filled out at the beginning of the program and then ask yourself why? Why do you want to achieve those things? Why do you want to eat better? Why is it important to prioritize sleep? Why do you want to get fitter? Why do you want to improve your mental health?

# STEPS

## Your WHY

Consider your dreams and then ask yourself why? Then ask again. Go deeper. Ask "why?" 5 times in a row. Go deeper until you eventually get to the root of why you want what you want. If you can't get to 5, at least ask yourself why 3 or 4 times.

*E.g. Dream: Qualify for the Boston Marathon.*

*I want to qualify for the Boston Marathon.*

*I love pushing my body to its limit.*

*Every time I do I discover new things about myself and grow as a person.*

*With self-growth, I become a better person for myself, my team, my family, and my community.*

## Your WHO

Now that you've clarified your why, clarify your who. Who do you want to be?

Create a self-statement (in 25 words or less) which formalizes your idea about who you want to be and why you do what you do.

*E.g. Lean into weakness and discomfort, and be humble through success and failure.*





## YOUR WHY

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Dream #1:

Why?

Why?

Why?

Why?

Why?

Dream #2:

Why?

Why?

Why?

Why?

Why?

Dream #3:

Why?

Why?

Why?

Why?

Why?

## YOUR WHO

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