

# Smart Ass Success Teleseminar

## Week 7 – Staying Motivated the Whole Way, No Matter What!

With Russell White ([www.RussellWhite.com](http://www.RussellWhite.com))

Interviewer: Avish Parashar ([www.MotivationalSmartAss.com](http://www.MotivationalSmartAss.com))

- Avish: Hello everyone and welcome to the Smart Ass Success Teleseminar series. This is Avish Parashar and you are on call number seven, which the final call of the series. And today's topic is going to be Staying Motivated the Whole Way, and our expert for today is going to be Russell White who's joining me on the call. Hello Russell!
- Russell: Hey Avish! Good to talk with you.
- Avish: It is, very excited. I'm very excited to have you here to share your information insight on this topic with us. Just as a quick, you know what I'd like to do, I'd like to right in to content just as a, and then we'll talk about your background in a moment. A quick thing is Russell, you can find out about him at russellwhite.com, that's two S's and two L's and the tag line is he is the authority on Business Success on the New Economy, and I've known Russell for years, great guy, lots of great insight and wisdom and I'm looking forward of picking the heck out of your brain for the next hour Russell.
- Russell: And it's here for the picking. Pick away (laughs).
- Avish: Well then, for those who may have joined our whole session late, because you could have signed up for the free version anywhere along the way and this is your first call, the point of this seven part teleseminar series is to show people how to figure out what they want, get their heads on right so they can get it, create a plan and then be productive, deal with the setbacks that come along the way, refine the plan so it gets better and better and then continue to stay on track regardless of what happens. And that Russell is what we're going to talk about today which comes down to motivation. So let me start with really the big question that sums this all up. What is the role of motivation in long term success?
- Russell: Firstly I think success comes from the drive. The personal drive that you have for whatever it is that you're trying to accomplish. And in my opinion, drive is fuelled by motivation. Pure and simple, if you've got drive to accomplish what you need to accomplish, you got to maintain it and I think that's what you're really looking at this thing really motivated the whole way, the lengths of the race, the lengths of the projects, the lengths of achieving your final goal and you got to have drive that is fuelled and in this case, fuelled by motivation.
- Avish: Okay well let me ask, from your perspective and, because I know some people may be wondering, what's the difference between drive and motivation?

Russell: For example, I can be driven to do something, but what is really the cause behind that? I mean I think I can be driven to, I've been married for thirty years so I don't have an ex-wife but I can be driven to really hurt this other ex-wife person. I mean, not to be with that, they're not really motivated there, they're really just trying to backlash on somebody or if somebody wants to do something nice for another person they're driven to be able to do the good things, well what is it that drives them to something that they're motivated to do or is it something they're trying base on their obligation, is it something they feel that they just to give payback, whether it's positive or negative. So in my opinion, the drive is how much you want something, what your desire is to achieve something, positive or negative but we're going to focus on the positive and the drive is there. But what fuels that drive I think it's critically important and that is the will power, the internal or external of peace that's got to be behind that and I think that is how motivated you are to do that. What is your force behind your drive to this feeling?

Avish: Okay, that makes sense. Now in your experience then, is that possible to have drive without motivation or to have motivation without drive and if there, what's the result of those?

Russell: Oh absolutely, because let's say for example you have a boss that is forcing you to do something and its something that is not easy to accomplish and something that has a lot of reach. And you're driven to keep the job. Are really motivated by that? No I don't think you're motivated, I think that's just a sense of survival or a sense to keeping your paycheck. So having drive without motivation is usually you're being driven without motivation. Does that make sense?

Avish: Yeah. Yeah I think it does, it makes a lot of sense.

Russell: And I think that's where we get lost in the business world where we think we can push people, we think we can drive people. But the, that the matter is unless they're motivation and their commitment is there. Then we're not getting the results that we want. So there's a big difference between driving yourself and then trying to force or drive other people. If their motivation isn't there, we're ultimately not going to get our results. Now if you have great motivation but no internal drive, I know people that are really stoke about writing a book, really stoke about getting a promotion, really stoke about working enough to get a new home, but isn't that really motivated to get it happen, nothing really happens. So I think the drive and the motivation are really a great combination because you have to be driven to accomplish something and then you have to have the will power or the motivation behind it to make it happen. Without the combination there, your success is not going to be long last.

Avish: Got it. Got it, you and I are based on our industry, in our background and stuff, personalities. I think that it's fare to say that we both believe in motivation and drive. And yet some people, you know, will look in the world and will look at someone who just seems to be getting ahead without the motivation drives. Do you think those are isolated cases? Do you think we're not seeing something behind the scene or like, how important is it and do people succeed without those elements?

Russell: Well actually I think you really have hit on the couple of things because yes I do think it's possible for you to be successful without having drive and without having motivation. I mean, if my father, you know, is a multi-billionaire then by external views, if I inherit his money, I am a very successful person because of the money that I have. It really didn't come as a result of drive or motivation. By the same token, when I taught in University, I have students that worked their pennies off, working hard at every effort that they have, they were motivated to up stood great grade and they would get maybe a C plus, maybe a B, and for them that was huge success.

So I think it's very important that we recognize number one, how do we measure success? And number two: is there something that was just handed to them? Or was it something that they really gave it a full hundred percent of their being? And really, I think that is great measure of whether drive or success, I mean whether drive and motivation is achieving success. Where you giving it your all? Or was it just something that's kind of was handed to you?

Avish: Okay. I got it, I like that, that makes a lot sense and that very much inline I think of what we've been talking about in the prior six weeks which is about figuring out for your self what you want, as opposed to using outside standards for whether you consider yourself successful.

Russell: Well and to be completely honest with this. I have worked with, like I said when I worked with students, I had one lady, I ask her to set some goals for her personal life. She was a teen mom and really had the cards stacked against her. She came back with a tremendous list if things that she wanted to accomplish. Now for a lot of people, these wouldn't be considered monumental achievement, but from where she starting, she really set the bar high for herself. And as I stayed in touch with her for years, she accomplished well beyond she was expected to accomplish. So her success factor was very, very high, where I also have students that could have been A students but they would rather just kind of sleep through class, make that B and just barely get by, that the B was good enough that they could get by.

I'm sure we've worked with those kinds of clients and I'm sure we've worked with those kinds of coworkers. That is just one of those things that are you really measuring your success on your potential or you're measuring your success on the world has decided it is, yes this is the bar, you accomplish that, good for you. I think that's a part of motivation too, because motivating yourself to truly achieve the success you are capable of having.

Avish: Yeah I think that's so funny. You mentioned that because last week our expert was James Rick Stinson and his title is Mr. Potential and that's his whole thing and I think that's so important that you measure it on your own. In fact you're talking about people who just got by and frankly that was kind of me in high school. It was very easy that I was able to like, eight hundred different extra curricular activities, take honest classes and not really have to work that hard to get good grade. It wasn't till I hit college

in the real world, that I had to kick in with that motivation drive, when I realize “uh oh it’s not always been to be this easy” it was so...

Russell: Well this is funny you’ve mentioned it because the other thing that I have noticed is I’ve worked with some clients, some managers that certainly coasted their way to college. They were able to get great grades and party heavy and really never apply themselves but once they got to the working world, they didn’t know how to fall on their face, they didn’t know how to recover from failure, they didn’t know how to skip back up, does themselves often persevere on. Where I found out is if you truly push yourself from the beginning, you’ll learn to get back up and does yourself up because you didn’t take the easy road. And I think that’s another piece of motivation that is greatly important.

You’ve got to recognize, the harder you push, the more chances you’re going to have of having a problem, a failure, whatever you want to call it. But of you love the confidence and if you’ve have the motivation in to truly get what you’re going after, then you can work through those kind of problems much easier than he person that may not have really challenge or push themselves enough. And when they finally ran in to that brick wall, in your so stymied, they are so lost, they just drop. They don’t know where to go from there. Whereas someone that has been trying to achieve maximum potential, someone that understands that failure can truly build greater successes later, understand that by pushing yourself to the max, your motivation feeds on itself and even when you ran into obstacles, you still able to overcome them because you still have the drive within yourself to plow through.

Avish: Alright I’m going to ask about that in a second but I just want to make a comment that, it’s funny to me that you mentioned that story that you have coasted through college and then, you know, manners didn’t know how to fill. When I was really working on my improv comedy group comedy group years ago, I had a friend who was in it. And one day we went to his parents’ house in Rhode Island. I was talking to his dad, who was a business guy, about how much I didn’t like sales and didn’t like, you know, cold calling and what not. And the dad literally said what you just said, he looked at me and my friend and he said, “You know, that’s because you guys have never failed. You did great in high school. You went to a good, great university. You never messed up class, like, the person who’s going to succeed is the person who gets a D or an F and realizes that they get back up and life doesn’t end and they keep going.” And that comment was probably about fifteen years ago. It still sticks in my mind.

So let me ask a follow up on that going a little bit off track from, I think, where we originally talked, but I think this is a really a great point. Is when that failure happens, it’s probably when you need to tap into your motivation and drive the most. Now we’re going to talk a little bit that, turn the volume up and down later on. But right now, since we’re talking about failure, do you have, because right now we’ve been taking it very kind of high-level, like you have to be kind of motivated and driven. Do you have any specific way, as a person, when they’re facing a failure or setback, can dust themselves off and reignite that drive and motivation?

Russell: Well I think when you're really facing a failure, you need to step back and do a little bit of personal analysis. Number one, did the failure happen because you were not really driven or not really motivated to accomplish what you're going after? For example, when I went to college, my major was chemical engineering, and I realize that, exactly, and retrospect your thinking, what in the heck was I thinking? But what happened was, my father being an engineer, I thought that was a good paying job, I enjoyed chemistry in high school. So I figured well I'll go to college and I'll major in this opportunity. Well, I soon realized, I wasn't motivated to learn new things on my calculator to make my testing easy. I wasn't interested in being in the lab. I was a people person. That just wasn't a good fit for me. So I failed miserably in my classes.

But it's actually a redirection for me, because no I was not motivated, no I was not driven and that told me that maybe I wasn't in the right place. So failure can also be also be a redirect as far as putting your direction or you're putting your efforts in the right direction. The other thing is what happens if you hit the wall and you fail? But it's the thing that you were made to do, it's the stuff that you know as who you are. Well then you've got to figure out what was it, where you dropped the ball. And that's the analysis of okay, do I have to learn more? Do I have to grow more? Do I have to go more? In other words, be driven harder. I mean, so I think, but you know, failure to me can be a great motivation as far finding a new direction, as far as recommitting yourself, as far as finding out what you need to learn better to be more experienced to ultimately achieve that success. So I you know, this is going to sound like, strange but I think failure is a great tool for building motivation.

Avish: Wow that's interesting. And I'm going to have some more questions about that in a bit, I am sure. But I don't want to get too far ahead as I said we were going to, now that we've got, I mean, I have written all bunch of notes here, so we've already got some great ideas. Before we get off and running and get ahead of ourselves, let's let people know a little bit about who you are so they know who they're listening to. So could you just share with us, just, you know, the thirty second version of your bio, what you do, how you got there?

Russell: Okay well I, you know, obviously my name is Russell White. I can be found at [russellwhite.com](http://russellwhite.com). I am an author, a speaker and a consultant on how to achieve better business success in this new economy. I have been speaking and training and consulting for two decades now. And so what I have been doing is working with work organizations on how to find the direction, get people aligned with their direction and create – create motivation as a group on how to accomplish goals, new habits, and achieve better business success.

Avish: Alright and that is super. And you do focus very much on business success, which I know a lot of people listening to this are also focused on. But we're also going to talk about how we can use those same ideas to achieve personal goals, correct? Those can also apply?

Russell: Well, well let me say this Avish. You or anybody listening to this is a business. They're called "You Incorporated" or "Me Incorporated." And I think it's time for everybody to treat themselves like a personal business. Whether they work for a company, own a company, or in college, it doesn't really matter. You are a business. You want to maximize your success, maximize your potential and you want to give the best you have. Again, regardless of where you place that, so anything that I teach businesses also applies to the personal level because we are selling ourselves.

We talked about sales, I mean, if you're not motivated to sell, yourself of who you are, then you're never going to achieve great success. I've had enough number of people that told me, you know, I really, I'm not good at sales. Well are you married? Well yeah I'm married. Well you sold someone that you're worth being married to. So yes, sales are important and you have to have a motivation to sell yourself as a person, again, as an employee, as someone looking for a job, or even as a business owner, or as an executive. So yes I think this motivation tactics apply directly to the individual.

Avish: Alright. Well I like that attitude and approach, you're really treating your own life as a business. So I'm sure we'll talk more about that as we keep going. One thing I wanted to ask you about, is something we had mentioned, you had talked about when you're talking in advance, is you may not even realize that the motivation or drive is gone. And you have some ways, or just some questions, that people can ask themselves, that give them that first inkling that they realized that their motivation is dwindling. Do you, do you want to share those with us, do you remember what I was talking about there?

Russell: Yeah sure, I mean, I guess the way I'd look at it is I always say is my drive stuck in park. I mean, you know, we can say we're driven, we and say we're motivated but the fact the matter is, when you come down and testing it, is it really there? So I have three basic questions that I like people to ask themselves on a personal level to see if they are really still fully engaged in their project and being motivated to accomplish what it is to react. The first question is, are you more interested in life balance or getting results? I've heard so many people talked about creating life balance and you know, it's a wonderful thing if there was a generation of people that where nothing but workaholic and they ignored their family. So I understand the pushback to create life balance.

The bottom line today, I think everybody struggling fit everything in within a twenty four hour day. And so we've go to do is we've got to figure out where are your priorities and then maybe family, and they maybe work, and they maybe personal accomplishments. That's an individual choice. The bottom line is are you getting the results that you are really have a high priority on it and motivated for. I think that's critically important in my opinion because I am a business owner, because I do have a family that I care about. I look for more life blending than life balance. In other words, work and family are not on opposite ends of the balance. I think they own it to be blended together so you can create family success as well as business success all in the same effort. So I think that's the first question you got to ask yourself.

Avish: So when you say like, blending, you don't see them on opposite side of the scale. Does that mean that you try to bring your, you try to, in that case you'd try to bring your family into your business or does that mean you move between the things more quick like how, how do you distinguish like, blending and balance?

Russell: Alright, balance to me is that when I leave the office, I don't talk about work anymore, I just deal with family issues and I turn my brain off. Wow I think that's a real opportunity for me, lets ay I'm going with some friends and some family and I'm off, and let's say it was a baseball game, you know, we've decided to go to see a baseball game. Now am I turning my brain off or am I looking around say "wow there customer service here is not quite what it could be, how am I improving my customer service that I still have a great value? Does that mean I'm not having fun with my friends? No, it means I still haven turned my brain off. By the same token, when I see something that reminds me of something that motivated me at work, shall I share that with my friends on how these people that think this very motivational to me and how it gets me pumped up and stoke? Yeah I'm still doing training, I'm still doing teaching, but now I'm doing it with my friends. I just find out that even when I'm on vacation.

My work brain is still working on processing new ideas and keeping me focus on the results that I'm trying to achieve, it doesn't mean I'm working but also doesn't mean I've checked out. I think that a lot of people can learn in family environment or teach their children what they're learning at work from a results measurement, a motivational standpoint of being driven. I just think if there's a way to blend it all together instead of hitting one against together like one is evil and one is good. I think that's a big mistake.

Avish: So from your perspective and someone whose really, if you have a point in your life and you got a project or work and really complaining more like balance, then you might have lost motivation or maybe you're doing the wrong thing when it comes to work because it kind of associate with that, would that be accurate to say?

Russell: Yeah and think, I think what happens, people get burn out because they're all focus all work all the time. By the same token I think people over go the other way, I mean, have you ever know people went away on a family vacation for a week and when they came back they needed a vacation from their vacation?

Avish: Oh yeah absolutely.

Russell: Yeah and see that's what I'm saying as I think it' like I'm so not going to worry about work, I'm going to throw myself too much on the other end and I don't think that's really the balance that people were after. That's just two pieces of exhaustion that balance each other out. I guess what I'm looking at, let me give you a quick example on this. A friend of mine told me that he have decided his children were old enough to pick where they wanted to go on family vacation. He said that we were only buying the brochures and looking at the brochures, forgive me, because we knew our children are going to take that.

Now these kids are nine and eleven. He said they came back to the parents, and they said “You know, we’ve done some thinking about this, we like to go Waynesburg because we like to do some history learning.” He said he and his wife were just totally shocked because had they said we want to have a learning trip, then their kids probably would have thought. But the point thing here was he was able to use even talking to them about how he learns at work, how you want to improve yourself, why it’s important to get a promotion and how those can happen, and his kids heard that. So instead of saying we want to just check out, they were actually using a business tool saying, “We want to have fun but we want to learn while we’re doing it.” That’s the kind of blending I’m talking about.

Avish: I love it but that’s great. Okay that was the first question.

Russell: I think that example when he’d told me that and I always like, “wow your kids blew you away because they wanted to set the bar higher than you were setting the bar and then he said how that happens and I’ve stopped them right there and said “oh yeah I do” You’ve been teaching them on what makes a person successful, they’ve been listening to that. So you’ve already been blending work habits at home and your children were picking up on that to improve themselves. That’s blending, that’s when, and that’s when you’re stoked.

And I said where you motivated for that trip than if they wanted to go to Disney? He said “yeah because we were learning stuffs too” so it’s just everybody just get pumped up and motivated from a blending standpoint instead of let’s forget about work and let’s do all these fun, crazy stuff. You know, we, with that so many options and opportunities right now. We can get pulled in so many different directions, the blending really helps. So that’s what I’m looking at, I mean, that’s like the first question, are you driven or are you in park, are you running away. Second question that I want you to ask yourself is are you finding yourself distracted more often from the project or from the direction or trying to go in your success. The internet has provided us with wonderful tools for research, wonderful tools for accessing information and wonderful tools for getting completely distracted.

Avish: Yeah so many excited.

Russell: And so I talk to people and say, you know “how much time are you spending on Angry Birds?” How much time are you spending on Facebook that’s not work related? How much time are you spending on eBay? I mean there’s hundreds of ways to get distracted and find out that the people that are motivated and driven are not using those distractions. People that are kind of in the middle of the road or really check out at work, they look for every opportunity they can find to use these distractions. So I think that’s a real test for people to ask themselves. How many hours in a day are you spending on something, social media, that is not improving your business?

And then the third question that I would ask everybody, to ask themselves is what excuses are acceptable for you losing direction on your project on your goal that you

are trying to accomplish? I find out that more people are losing their motivation, the more acceptable excuses they have for themselves. I mean, I have one guy, he's telling me he wants to really get motivated to lose weight, he wants to truly exercise and then last week he said, "Well I gained eight pounds." I said, "Whoa, how did you gain eight pounds?" He said "Thanksgiving." You know, where is your commitment? Where is your drive? Yes it's a holiday, but do you have to go crazy? And then we found out that he basically had Thanksgiving dinner Thursday, Friday, Saturday, and Sunday from leftovers, it was like, "Dude, well you know, what happened?" Well it's just family, he's creating all these excuses and he came very obvious and that his motivation and his drive for accomplishing his long term goal for the year are pretty much disappearing. So those are the three basic questions that I think everybody needs to ask themselves to see if they are still driven or if they're stuck and park.

Avish: I love it, I love it how you call this kind of, see on each other the way back in week number three we had Robert Brad where you know that as well. And he said a line that stuck with me through all these weeks and that was that execution breaks down when we start accepting excuses, were not getting things done. And I think you just reiterate that really nicely in the same way here. So it all fits together. So Russell let me now, because there was a lot of times talking about kind of what motivation is how we determine whether we still have it or not. Let's start getting to some of the grasp tactics of motivating ourselves and in my research you even told me whether you found this as well. Is there really two ways or two types of motivation, there's internal motivation and external and although you can share with us a, is that your finding as well and if so, can you talk to us a little bit about what those are.

Russell: Well actually I think, I think the overall, yes there's internal and external but I think there's permutation of both kinds. I found out that external motivation can be negative, it can be positive. Negative external motivation is what brings people into gangs, what gives people to try using drugs. I mean, they're motivated by other people in a very negative fashion and I think it's very easy for certain folks to fall in to that. The external motivation that I see, I think is the best external motivation that you can get, to me come in three different types of forms.

Form number one is accountability, if you have some accountability whether it be to your boss, to your spouse, to your workout partner, to your weight watchers club, to your, to your career track group, to your mastermind groups that we have, any of those types of things. We have people that we put in our lives to hold us accountable. It doesn't mean their going to path us on the back everyday they see us, it doesn't mean they're going to fuss at us everyday they see us. But I found out that accountability is a great motivation for most people and that's something that comes from the outside. Now at least think about your life. Who do you have that hold you accountable and how are they holding you accountable?

Avish: Yeah I have one, I have a business partner for some projects and so just a virtue as in constantly calling me up and asking me what's the progress on certain things are, you know, makes me very motivated to get the job done before the next call. You know,

and my personal relationships like my one now, fiancé who, if not as hard core in accountability still an external person who I like to share the progress I made and what I have been doing, how the business is going. So I mean...

Russell: You know the interesting thing that I found out about the accountability and you hit on this, when you got someone calling you want to make sure you don't let them down. Isn't it interesting that sometimes that external accountability forces us to be stronger with out internal motivation which we'll about in a minute. I find out that, you know, I do, I do a regular exercise routine, I do half marathon and I found out that I have somebody that I have to meet at the stop sign at six fifteen in the morning, I'm getting there a lot better than if it's just me by myself in the dark, in the, cold being at that stop sign at six fifteen.

So I have learned that I need accountability people to help me with my internal motivation and they keep me motivated to push harder, to go further. So I think that's one of the forms that external motivation is critical. The second one is basically support. I refer to doing half marathon. There is nothing like coming down the home stretch on a thirteen point one mile race and having hundreds of people cheer you on. I mean, it's what athletes thrive on, it's what, it's what, you know the weekend where here, so like me that do these races thrive on. It's what speakers thrive on when they get their standing ovation or they hear the laughter on some of their stories that they tell. Its that support, it's that real issue, it's that we believe in you type of support that I don't know enough people put that in their lives but that becomes a very powerful motivation for you to repeat positive behavior.

Avish: So that's, how can, how cannot, I don't want to tend normal person implying you're not normal, but if you're on stage or if you're like running a marathon with the crown at the end, it's kind of easy how that kind of apply but how would a person who are just sitting and well, you know, I just kind of work my job and I have my long term goal that plays very solitary. How did they bring this element of external motivations into their lives?

Russell: I think there's two ways, number one what kinds of friends do you have? Do you have friends who are always knocking you down, always giving you, you slap on the, verbal slaps on the face and trying to cut you up or are these people like, you go boy, that's the way to do it, or girl you look great with that hairstyle or those clothes or what you just did at work. I mean, it's the kind of people you spend time with. I think both of us being in this speaker business, we have seen that there are certain groups of people that are constantly negative and they call each other down all the time. An we also se the types of people that constantly supportive of each other, rewarding each other, high fighting each other, which group do you think accomplishes better long term success?

Avish: Well the friends group, that supportive group is what you want.

Russell: Absolutely. So I think that everything that I, I talk about who's on your bus? In my programs, I constantly talk to people and say you need to do an evaluation of who is on your bus. What I mean by this is this are the people that are with you all the time, the

people that are behind you, now are they haring at you or are they supporting you? You're the driver of this bus, you have the opportunity and the right to kick people of your bus and I will tell you that I kick people off my bus regularly.

I found out I have found myself attracting a negative person or spending time with someone that just went on a really bad path and it's not that I don't like them anymore but I distance myself on them because they are not supporting me and I can't really support them in their endeavors, and so everybody I think listening to these needs to really do an evaluation of who is on your bus? I literally drew out a chart that had a seating arrangement on a bus with me in the driver seat, who are the people closer to the top of the bus. Now you realize that sometimes, you can't get your family of the bus but you surely can move them at the top of the bus.

Avish: Oh I like that.

Russell: And so you can really do a support group out of who you chose to be friends. Let me say one other thing, I also found out if you were a supportive person, you will attract people that will support you as well. So in other words you become someone's external motivations as well and they will return the favor.

Avish: Right, well that makes in the price that people don't even think about, as simple as that is be supportive, go support each other people on and I would say not only will those people you cheer on cheer you back but other people who see you being supportive will try to come out and try to give support to you.

Russell: Absolutely. In fact there was a study then, I can't sight the specific on this but I've seen it many times that say that you will make on average the same money as the average of the five people you spend the most time with. Have you ever heard that?

Avish: I have heard that, yeah.

Russell: And so I guess I look that as, let's extend that a little bit more than just financial that if you where around people that are very supportive, you're going to be just like them. If you're around people that are very negative, you're going to be just like them, if you're around people that are very driven, well you are going to feel that draw as well, and so I think a lot of gathering your support and that external motivation is really who you choose time to spend with. And that is so critical at any age, I'm not talking about just kids, I'm talking sixty five years old.

As a matter of fact I might be talking even beyond that because they found out that people that spend time around folks waiting to die also in their health deteriorate as well. And if you're the guy that has to play mine holes everyday and spend around time on people that are constantly on the go, you actually can sustain life. So it's that important type of motivation, so to me that's the second piece of the three pieces of extrinsic motivation, is accountability and support. And the third thing is I think is recognition of a job well done. And this is more than just being supportive. This is

somebody that goes out of their way to motivate someone else. I give you the best tools that I've ever used on this, I call it a JWD note what stands for Job Well Done.

When I manage people or when I work with client, I found out a hand written note to that person's home address is magical. It is a golden nugget for motivating other people. Not to mention the feedback that you're going to get on how they feel towards you, and so the best way that I think to get this type of extensive motivation is to initiate during the workplace that you work beside that does a great job that you've really formally appreciated, thank or recognize. Send them a handwritten note, put it in the mail, let them find it in their mailbox. Because there's two times during the year when people sprint to the mailbox, it's when it's their birthday or during the holiday season where they're getting holiday card.

Other than that it's just a stroll to the mailbox to see what's happening. When they get the surprise card and the surprise recognition, it has tremendous impact. So we need to be using that tools for our friends not just for managers recognizing employees, they're recognizing your piece. If you can create that kind of environment, you're going to create better support, better accountability and you create a department or a work environment or people are truly motivating each other and that is a tremendous difference that most places are like, but it takes somebody to initiate that.

Avish: Well that's great and these are simple ideas but so often when we think of motivation we just think of the person waking up in the morning, jumping out of bed, being excited and rushing to work or work on their project or work in the gym. There, this are simple subtle things where just if you bring in someone in your life to be accountable top and if you have the right positive people in your life and if you can get some of that recognition of a job well done often times like giving at first. That can create that, if not just pumping yourself up about creating that environmental support systems is on carrying you correctly.

Russell: You know, the way I look at it Avish is you can take the greatest seeds that a farmer has ever created and sprinkle it over the street and they're not going to grow. You've got to have fertile soil for good ideas to grow. Any, if you want to be the most pumped up motivated person in the world, I think that you need to be somewhere around others that will support you. The extrinsic motivation is critically important.

Everybody is talking about Olympic athletes are so internally motivated. If they didn't have a coach, if they didn't have a sponsor, if they didn't have a country to represent that supports them, I'm not so sure how motivated they would be. So the extrinsic is critically important and I think that most people are waiting for that environment to happen, if somebody can initiate that and create that environment and to me that's even better. And so we can create our own extrinsic motivational environment if we make the first step, if we make that effort and I think that's important and something's missing dramatically in the business world today.

Avish: Well let me a question of you that's been popping out of my head and for years I had this thought but I never really explore, so base on this idea of environment, we know that – one of the things that said is that it's almost worst to be in the kind of okay situation than to be in a bad situation. Because the things are good, that's great. If things are bad, that at least gives you motivation to change the situation. But if you're in kind of a blah, neutral situation, it's almost like it's harder to motivate. So you might be something looking at this and say well my support group, you know, they're not the most important people but they're not the most negative people so it's okay. And as I'm listening to what you're saying and thinking at the back of this thought I've had over the years, you know, that's almost worst because that group – without cutting you down is going to kind of make you complicit and I was wondering what you think about that.

Russell: Well I guess the difference between having bright colors or you know, or strict black and white, it's just kind of grey.

Avish: Yeah exactly, exactly.

Russell: I mean I have learned in my first personal and for me personally that I am person that is solar powered. You know, if it's, if it's snowing, storming, driving rain, crazy storm, lightning storm that kind of stuff, I'm kind of engaged it's kind of interesting. If it's a beautiful cloud with sunny day, I'm pumped up, I'm excited. But what about those winter days, it's just great, doesn't really rain, doesn't really snow, it just starts grey. I have a blah, I mean I won't have a blah day on something like that unless I put things in my way or change the environment that teach me from getting me into that, that mallets that just one step in front of the other kind of day.

And I think that's' what it's important, when you recognize you're in that kind of environment whether it's the weather or whether it just be the workplace that you're in. There's certain things that you've got to figure out that what is it that internally motivates you? We never really get a chance to speak to that. But this is for your internal motivation that can really kick in. For me when I'm having a blah day or I'm having a grey weather day like I'm having today for example, I find out. I find out there are things that helped me feel better and improved during those kinds of days. Number one, my morning exercise becomes very important, it's just something that I feel better having done it, it keeps me pumped up, it makes me handle those grey days a lot better.

Number two, if I have, if I, I'm going to be in the office almost the entire day and I just have these grey, grey clouds looking in my window. I pop Pandora up on my computer and it's not that I'm rocking out, it's not that I had it blaring it's just that I quiet, little bit of music, it works for me, it's something that motivates me and keep me in my happy place for lack of a better term. But it helps me find something positive in a day, it's again everybody has to find their own. I know some people, you know, there's one lady that I was talking to, she's, the way she motivated herself through a grey day was she knew when she went home there was a bubble bath, a glass of wine and a good book waiting. And that was the motivation for her that gets through her grey day because she had

herself a reward at the end of the day that she looks forward to and that's what kept pumped up. So yes I think the blah in the middle is even tougher than when you are on the ground and you want to rally support and rebuild or when you're high.

Avish: Well let me ask you a question which may seem like a stupid question but I have actually feel like it exist in the world is what if someone's listening and they don't know what motivates them, or they're like, or what gets them out of that state or like, well you know, they just kind of getting this blah spiral with and they go on one, you know, if they only knew how to get out of that fog. Do you have any advice for how they're going to figure out or what they do at least take a first step?

Russell: Yeah, try stuff, no I'm being serious.

Avish: Yeah I know, you are, it's true.

Russell: There was a guy that I used to work with back when I was in the incorporate world and he just was a very dry, monotone, never excited, some of an e or type of personalities person. And you know, he came to me and he said, "You know, are you flying on caffeine or what is it about you that keeps you just so upbeat positive like that?" And I said, "No I do fun things. I have fun with my life and I find that if I'm having fun, if somebody's trying to rain on my parade or put rocks on my road, if I've got that momentum from having a good time, I'm able to get over those better."

And he said "Well what would you recommend? Some people always see me kind of dry." Well you kind of are, and we laughed and he said, "Well, what should I do?" I said, "Have you got, and he had a crazy, funky tie, I mean like, not your personality kind of tie?" He said, "Yeah I had someone give me and I think it's in the back of the closet." I said, "Wear that tomorrow." He said, "Are you kidding? They're more going to laugh at me." And I said, "That's the point, have one with them."

So he had one of these hoola girl ties that could actually like, turns on and it would move. And he wore it and everybody was freaking out that this guy was going, you know, this was so out of character and he had so much fun laughing that day. He learned that you got to try new and different things. And then, you know, a couple of weeks later he decided to wear two different socks. I don't mean like a red and a blue. I mean, it's just really bizarre and he's just having fun with it and all of a sudden we realize this guy has a really dry sense of humor, but he had a quick wit.

So all of a sudden it was like, men he's using that more and he just started trying things and he found a way to get himself very pumped up, very motivated and it truly changed his personality. So I guess for me, it's just you got to just figure out, find something that works, you know, it's a way for you to get of your dry spell. Well as you know and as I know, when we're having a tough day or we're not working on a flat form as much as we like to or we're not grabbing an audience, we don't just finish out the afternoon or the speech and hope everybody finally gets there and we kind of change on the fly, we,

got to try new and different things, we got to pull a story from the way back or try to grab people's attention.

When you're at work, when you recognize that you're in your blah zone, you cannot just thinking and saying, you know, "I need to pull myself out of this" and that's the key, don't wait for somebody else, you got to pull yourself out of it. So what is it that you could do to have some fun, not at somebody's expense, not at trashing someone else so people laugh negatively, that's not what I mean. I mean, have a good time, just try new things and that's really where you find groove as to what can motivate you.

Now here is the most important part of this, if you're a blah person and you're in a blah zone, are you really driven and motivated to be different. If you are, you will try new things, if you aren't, you're going to wallow in that environment and you're just going to have self loathing, I call it, and wow that is a bad trip, that is the wrong train to be on. And so it's the key of recognizing that you're there and truly wanting to be out of that zone and then having the drive to try stuff, try new things, see what gets you pumped up.

Avish: So if a person does find themselves in a wallowing zone which I agree is a bad trip. Would you say the solution then once you recognized it that you need to just try something different?

Russell: Well actually Avish, I'm going to be very serious here. For some people, they should seek counseling and I don't mean that as a negative. I mean that very, very important, there's some people's lives that have just been really been a tragedy and I feel for those folks and they've been sent down a bad sparrow and they're on a bad train. They need some professional help and unfortunately, companies have recognize this and they just kind of thing of elbowed the folks that you need to take advantage of that after you're on that train then you really see no other way off of it, that those types of professionals that can really help you retool, number one.

Number two, if you feel like you don't want to go to a professional route, you need to sit down and say "what are the things that I want to change about me? What are the things that I would like to be different?" and you start on a path, that to me becomes your new project or your new direction and then you got to be motivated to accomplish that. It's, you got to initiate, it's kind of funny, I've talked about how you have to have some fire in your belly because, you know, we've talked about that sometimes you just got to stoke the fire, as you said earlier, we got to ramped it up, we got to turn up the volume. Well if I throw three more logs on a fire, it's going to get a lot hotter and it's going to roar a lot more. There's just nothing there and I just throw three more logs on and all I have is a log pile. There's no fire, it's not doing anything, I can throw forty seven trees on that thing but there's no fire there, all I have is a power brush.

So you've got to be able to have some embers burning that you can fuel, and that's that internal motivation, when you finally said, "Doggone it! I have had enough, I am not going to act like this anymore, I'm not going to tolerate this anymore, I'm going to do

something different to start my fire and then I'll fuel it once I get it go on." And I think that's the key, it maybe from counseling, it maybe from having a great confidential conversation with your best friend, it maybe just having a conversation with your god, it maybe having a conversation with yourself. But you've got to have the conversation to say I want out of this spot and I want in a different spot. And I think that's most important.

Avish: Well you know, this is kind of like leg of the conversation started talking about the difference of internal and external motivation and as you said we've had a little off of that and now you've talked about some of the ideas around building your internal, is there anything else, you've gave us some great ideas of setting up external motivation. So you have, is internal motivation as simple as figuring out what you want and why you want it or is there more to it the other way of motivating yourself intrinsically?

Russell: I think it's a process, I think it's truly a process, I think the key is, I'm a goal driven person, but because of the conversation that we've had in the last couple of months, I've kind of retool that a little bit because I know a lot people that set this last the goal of I want to be a millionaire, well, you know, everybody wants to be a millionaire but maybe that's just not on your path. Why don't you say I want to be a better manager of my money? You know if you motivate yourself for better habits, not necessarily for bigger goals.

For example, let's say on New Years day, I set a goal that I'm going to lose twenty pounds. Well you know what, I can start myself for two weeks go on a great food diet and I will lose twenty pounds. Did I really achieve anything? Maybe I need to say I need to eat healthy which ultimately will take me to achieving my goal but in a much better long lasting way. So go to your internal motivation number one. You need to come to realization. You need to do something different. That's the first step.

Number two, you set interim steps of where you want to be within a particular timeframe. I would like to loose three pounds by the end of the month by eating healthy, not by just, you know, starving for four days. I would like to manage, I would like to reduce my credit card debt by ten percent in the next six months, how do you do that? By learning how to better manage money. Now that you're seeing the light at the end of the tunnel and you start motivating yourself a little bit more, maybe you're out of, maybe you're out of work and you're looking for employment. You say well I got to find a fifty thousand dollar job or you say I want to get to four interviews to where I, the process, deep into the process because eventually, you're going to come out with the wind.

The key is, for your internal motivation is number one, recognizing that you have to do something different and number two, give yourself permission to make progress not to just achieve the goal.

Avish: Well I think Russell that makes you the seventh person out of the seven of these calls that talked about making, taking smaller steps on yours, making progress to do this forward. So...

Russell: I would say that's the message in there then.

Avish: Yeah everyone has said it and, you know, and I think that's so easy, that should have more time on motivation. So many of us are taught or we learn, or we feel like you got to set the huge goal which I think is a useful motivator but if it gets overwhelming you have to be willing to look at progress and break it down into a smaller steps just to build momentum and get going.

Russell: Well you see, me personally I think those huge goals can actually be disruptive and damaging. I was working with a manufacturing organization and they had set a goal of zero loss time accidents. Now the year before they had forty three and now they were going to go to zero.

Well in February they have a loss time accident. Well what are they going to do for the next ten months? Nobody cared anymore. The goal was already shocked, and if you got to try to teach them is you got to take incremental steps. No matter what you're trying to accomplish, what you're trying to achieve, you got to take incremental steps and the whole title of this program has honestly motivated the whole way. I think staying motivated the whole way is taking incremental steps. You're not, you're motivated to get to next point and then the next point and five years later you turn around and wow, look how far I've come.

And I think that's what it takes to that internal motivation. You know, there's, there's a huge percentage of this country dealing with depression especially with the economy that we've had. I think the first step should be, how can I have three days a week or I'm not feeling the world is against me. That's a big step, that's a huge step, now is that a monumental goal? Is that going to pay the bills better? No, is that going to get you started and getting ember under your fire of internal motivation? Absolutely. Take that initial step to start building this accountability, start building belief in yourself that today is just going to be a little bit better, and then tomorrow, if I have a bad day, I just don't want to do no damage, but the next day, I'm going to try to make it better again. You can't win every single day; you're not motivated enough and positive every single day.

I don't know if there's a certain human being like that, well maybe Tim Tebow (laughs). But I think that further most of us, we struggle with life, life is challenge, life is path. But it's the people that have the confidence and the motivation to make the day better than yesterday. And they give it they're best efforts those are ones that we ultimately succeed. It's not that they never had a bad day. It's not that they never had a blah day. It's just that they never gave up and they just kept persisting on getting a little bit more the next day. And I think that's really the key, it's just getting a little bit more than the day before, and your motivation will grow.

Avish: Yeah it's funny, I just read a section from a book and it's about kind of changing your habit and when not, and the title, subheading was about how having a lot of desire can actually hurt you and they're saying if you want something really really bad, it can actually make you more sad. And that the really derivative to people to actually take action is not how much desire they have but rather how realistically they expect that they'll be successful.

Russell: I totally agree with you there. I totally agree with you.

Avish: And when we break it down into a small task...

Russell: I mean I totally agree with that because if I sense this humongous goal that is basically an all or nothing situation, I'm putting too much risk on there than necessary. I mean why should everything that I have be an all or nothing? As a matter of fact I think that's why people fall in to, and you know, going bad with the law. Why people start breaking the law? I mean, I start, I sit back and I think. What motivates a person to rob a Burger King of five thousand dollars? I can't believe that four years in jail or three years in jail was worth the risk for five thousand dollars. There had to some kind of all or nothing that they put themselves on and the risk was way too great. Instead of saying I need my five thousand dollars so I'm going to go rob somebody. What can you do tomorrow to lessen your burden by ten dollars?

That's the incremental steps again, pretty soon you're out of your hole within, you know, within a couple of years, but you didn't risk doing time and totally ruining your life. And so I think that comes back to the key. Because motivation is not something you just turn on and off, it's not something that you just use when you need it and you set these humongous goals that you're almost setting yourself up for failure. You know I've heard a lot of people talk about well time to get motivated. No that's not true, there is no such thing as time to get motivated, there may be a time to get more motivated, there maybe a time to turn off the volume on your motivation but if you're a couch potato, if you're not wanting to do anything, if you're really struggling with depression, there's really nothing that you're going to do to immediately go to pen on the scale of zero to ten in motivation.

You got to get to two and then you got to get to three and then you go to two and then you get to five, and I think that's where we really have to look realistically and do we motivate ourselves? It's a process but it's amazing, once you stick with it and have the perseverance and the drive to maintain it, wow that's how you stay motivated for the whole way, it's not a flash in the pan, it's a constant, incremental small step effort.

Avish: Now in your experience is that people who don't do that, is that why some people seem to start out on new goal so hype up with pump and running full steam and a few weeks later or months later, they've completely given up.

Russell: Hey let's use the recent example of celebrity wedding, a celebrity marriage that lasted seventy two days. I mean, I'm serious, I mean here's a prime example, I mean they were hot and bothered to get married at one point. Seventy two day later they have totally given up and they have washed out. What happened? There are two things missing there, dedication and drive. How bad did they want that to work? Well they didn't have the dedication and drive to make it last ninety days and I think what happens is they have this great lofty goals that they're .going to have a perfect life, it's going to be just absolutely wonderful and all of a sudden, guess what, life has a lot of problems in it, life has lot of challenges and failures that we all have to deal with. If you don't have the dedication and the drive to finish, then, then that's where you washed out. And to me that, that relationship is a prime example and unfortunately we're getting, we see this happen and the media promoting these kinds of things that people think "well we can just give up and start over."

You know, giving up and starting over isn't just the answer, it doesn't mean you shouldn't stop at some point that in my opinion, seventy days did not give marriage a chance. And I think that's a prime example how people try to start out really strong, they have great desire for this to work but they so quickly distend it. Successful people tries, they continue to persevere. Now at some point they may have to fold their cards and they may have to say I've got to walk away but it's usually done after some extenuating circumstances or they've been at this for so long that they just lost their drive and it was time for them to step away. In fact that work with a lot of family businesses and I find out that sometimes the parents just needs to retire so that the kid can use their energy to maintain because the drive is lacking. And so I think if you flame out fast and if you start at something strong, you need to look in the mirror and say "what was my motivation? Where is my drive? How can I rekindle that so I can get that start and back up?"

Avish: Yeah and for those who might be listening at this, months from now after the minutes the same as gone away. Russell is referring to the Kardashians' wedding, Kim Kardashians' wedding. But, yeah and I think when you...

Russell: Actually you may have a lot of applications to others along the way.

Avish: That's true, that's true, let's just say the private other celebrities you can insert between now and...

Russell: Exactly.

Avish: I agree, it's when that motivation, when you're feeling like giving up I think, couple of things back, looking back in your internal, and I'm kind of getting to a summary point here but sounds like it's you know, looking back into your internal motivation, what's driving you, what's your dedication. Look to the external motivators accountability why support and recognition that you've set up and also take a look at, just like you said, take a look at the task, are you trying to set one goal or are you build a habit and you have this one giant goal or have you set up progress, I think if you combine those four

five things then you would agree that if you set those five things up right or four things up right, you'll find that motivation.

Russell: Absolutely, absolutely, I think you got to create internal ground for motivation, you've got to plant the right seed, you have to cultivate before you can harvest. Those are the things that you've got to do for motivation. The environment that you're in, the internal seed that you have, the fire that you have and then you can harvest the good things but you got to do those basics in the beginning before you can harvest and that is what will keep you motivated all the way to the end of your accomplishment the entire way.

Avish: That is super, Russell, thank you so much for sharing your insights and experience with us in just a moment I'm going to ask you for your final thoughts, any final thoughts you want to share with people listening. First I just want to make a few announcements at the end of this, you have been listening to the Smart Ass Success Teleseminar series and this was the seventh and final call of that series. If you are listening to the free version which means that you have just signed up and you're dialing in to listen to it live while it's being broadcast, you can still sign up for the paid version and you will get the recording of this call with me and Russell as well as all six of the previous calls, you will also get the PDF transcriptions of the call and over eighty dollars worth of bonuses.

However, you get all that, that's only good for the next week or so, so this is December thirteenth so by the twenty third, that's right before the holiday break starts, that's going to be when that deal ends, the price will go up and some the bonuses will be gone. So if you want this info and to listen to it over and over again as well as with the great interviews that we've had over the past six weeks, go to [smartasssuccessteleseminars.com](http://smartasssuccessteleseminars.com) and sign up for the paid version now before it goes away. If you want to learn more about Russell, you can read, he's got a radio show, he has videos, articles and, do you have books as well Russell?

Russell: Yes I have four books.

Avish: Of course serious speakers, you had to have books, lot of great stuffs, check him out whether you're looking for speaker or just want to learn from his experience of wisdom, that's [russellwhite.com](http://russellwhite.com), R-U-S-S-E-L-L-W-H-I-T-E dot com. So Russell thank you again, do you have any final thoughts you'd like to share with our listeners?

Russell: One final thought, no matter what you want to accomplish, motivation needs to be part of it.

Avish: Awesome, thank you very much Russell and thank you everyone for listening not only tonight but to all seven calls and best of luck to you as you go out up there and figure out what you want and then go get it.