

## **JLD Annual Conference 11th July 2009**

### **Motivation Presentation notes**

Session leader: Luke Cunliffe

#### **Visioning (often referred to as visualisation)**

##### **Qualities of a Vision**

- It motivates and inspires
- It is challenging
- It is exciting
- It is clear and simple
- It is achievable and believable
- It fits with the highest values
- It is easy to communicate

##### **Business or Personal Vision**

- Imagine yourself in three to five years
- You're celebrating an achievement or accomplishment
- What is it?
- What have you had to do?
- What obstacles have you had to overcome?
- Describe your journey
- How do you feel now about this accomplishment?

Write this down, read it regularly and add detail to it as you progress towards the vision. The clearer the vision, the more real it becomes and the more likely it is that you'll attain it.

##### **Values Visioning**

- Select one of your values or character attributes
- Imagine going about your day exhibiting that value whenever appropriate
- Imagine having 5% more of that value or attribute than you have right now (e.g. energy, enthusiasm, integrity, kindness, professionalism etc)

This can be done as a daily motivation exercise and only a few minutes are needed for this. Follow the guidelines below.

## Guidelines for Visioning

- Allow yourself to relax
- Focus on what you want to create and imagine it's already created
- Add detail to the picture
- Avoid focus on any of today's problems
- Allow yourself to feel excited about the vision

## Vision Questions

- What kind person do I want to be?
- What do I really want to do, create or contribute?
- What would be worth me committing to over the next five years?
- What would I like other people to say about me?
- What do I want to be recognised/known for?
- What are the right things to do?

Explore these questions and add to the themes. As mentioned before, creating a vision with as much detail as possible will make it more real and consequently easier to achieve.

A book which includes a very useful and readable section on visioning is ***Organizational Vision, Values and Mission by Cynthia D Scott MPH PhD, Dennis T Jaffe PhD and Glenn R Tobe MA published by Crisp Publications***

## Goal-setting and Action Plan

When creating goals make sure they are believable. Using a SMART goals approach (Specific, Measurable, Achievable, Realistic and Time-framed) or something similar is common. Goals which are unbelievable are unlikely to be achieved.

When drawing up an action plan ensure that milestones are included at regular intervals in order to review progress. In this way, the plan can be adapted and amended as required. The idea here is to maintain the ultimate goal as it is but make whatever changes to the process in order to achieve a successful outcome.

## Questions

The conversations we have in our lives and the calibre of questions we ask ourselves and others contribute much to our success. The habit of asking the difficult questions is a hallmark of great leaders. Having the courage to ask the questions where we don't already know the answers can yield great insights about organisations, individuals and objectives.

For example, a useful question to ask at the beginning of each working day is:

***“If I could do only three things in my career today, which three things would have the most value and impact?”***

This is a great way to prioritise tasks and differentiate between the so-called ***urgent*** ones and the truly ***important*** ones. Try this process for thirty days and see what difference it makes to your productivity, effectiveness and impact.

This and other useful self-coaching questions can be found in ***Supercoaching by Graham Alexander and Ben Renshaw published by Random House Books.***

What you choose to do with the resources and processes described above could make a significant difference to your career.

***What will you do?***

Thank you for your participation at the JLD Annual Conference and I wish you every success for the future.

**Luke Cunliffe  
July 2009**

For more information about Motivation, please contact Luke Cunliffe, executive coach, at the address below or alternatively at [luke@cunliffeassociates.com](mailto:luke@cunliffeassociates.com) or on +44 (0) 20 7585 2595.